

**Esther Parnell Hewlett,
Butterfly Queen of Palomar Mountain**



Grammia hewletti
tiger moth named after Esther Parnell Hewlett
BIO-Photography Group, Biodiversity Institute of Ontario

Peter Brueggeman
Mount Helix, California, 2023

Preface

This work aims to present almost everything that I could find on Esther Parnell Hewlett and her family, from a variety of primary and secondary resources: books, written accounts, oral histories, newspaper items, photographs, etc.

This biography is active, with new material added when found. Please contact me if you are aware of materials on Esther Parnell Hewlett, particularly photographs and first-person narratives on her by people that knew or interacted with her.

Thank you to Bonnie Phelps, George Lavas and Jennifer Wassel, Barbara Ann Waite, Will Carrick, Dave Wikle, Poway Historical and Memorial Society, San Diego History Center Library, Escondido Public Library Pioneer Room, and my spouse Kathy Creely, who listened and encouraged my explorations in Palomar Mountain history over many years.

Peter Brueggeman



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Esther Parnell Hewlett Butterfly Queen of Palomar Mountain

To a butterfly

*Airy, fairy, flitting sprite,
Bit of the rainbow's colors bright,
Fragile, dainty creature of light,
Flower of the air!
Rainbow-hued flowers thy coming greet,
Await thy kiss to yield their sweet,
A fitting toll for ambrosial treat,
Aerial blossom fair.*

The above poem “To a Butterfly” was published in 1917, in the Boston Entomological Club’s bulletin The Lepidopterist, by Palomar Mountain resident Alice W. Hewlett 1. Alice W. Hewlett was the mother of Esther Parnell Hewlett, who became well known for collecting, raising, and selling butterflies and moths while her family lived on Palomar Mountain, and afterward. Esther Parnell Hewlett started capturing and raising butterflies and moths when she was nineteen years old and was known throughout her life as the “Butterfly Girl,” “Butterfly Lady,” “Butterfly Woman,” and “Butterfly Queen.” Given Esther’s age when first starting with butterflies and moths, and her continuing involvement well into adulthood, “Butterfly Queen” seems an appropriate title. The Hewlett family became involved in Esther’s butterfly enterprise on Palomar Mountain, and continued after moving away, ... this biography encompasses the Hewlett family as well. Esther Hewlett was not alone in the collecting and sale of natural history specimens from Palomar Mountain. Robert Asher did similar with plants, seeds, and bulbs. How did Esther Hewlett’s unusual enterprise originate and develop?



THE HEWLETTS

Esther Parnell Hewlett's father was William Franklin Hewlett (born 2 July 1867, New York; died 3 July 1957, Los Angeles)^{9,11,12}. William F. Hewlett was the son of Methodist minister Benjamin Franklin Hewlett (born September 1842; died 24 December 1927) and his wife Maria Demott Hewlett (born January 1844; died 15 February 1926)^{8,9,11,12}.

In September 1887, Benjamin Hewlett was appointed as Methodist minister to Poway in San Diego County, by the Los Angeles Methodist Conference, moving there with his wife Maria, and twenty-year-old son William Hewlett¹⁰.

The Poway Methodist Episcopal Church had its articles of incorporation filed in October 1885, and significantly for the future of this narrative, one of its trustees was George W. Parnell, who was the son of a Primitive Methodist minister^{17,18}.

Construction of the Poway Methodist Episcopal Church building was completed early in 1887^{14,16}.



Poway Methodist Episcopal Church, c1900
Poway Historical and Memorial Society



**The 1887 Poway Methodist Episcopal Church today,
known as the Community Church of Poway, United Church of Christ,
located on Community Road**

Peter Brueggeman photograph, 2015

Shortly after moving to Poway, William Hewlett met Alice Winifred Parnell (born 1869, Ohio; died 1 July 1953, Upland, California), who was the daughter of that trustee of Reverend Hewlett's church, George W. Parnell (born 15 April 1840; died 4 August 1918) and his wife Emma S. Parnell (born 1843; died 17 July 1923); the Parnells homesteaded 160 acres in Poway from 1877 to 1902, after which they moved to Oxnard, California 8,9,13,14,15,17,18,19.



Parnell House, Poway, n.d.
Poway Historical and Memorial Society

The northeast corner of the Parnell homestead acreage was located at the southwest corner of the Poway and Community Roads intersection, which is a short distance south of the Poway Methodist Episcopal Church on Community Road 14. The Parnell House was located near the Poway City Hall today. Due to their fathers' involvement, William Hewlett and Alice Parnell certainly interacted at Poway Methodist church services and events.



International Organization of Good Templars hall in Poway, circa 1880s Poway Historical and Memorial Society

William Hewlett and Alice Parnell were both officers of the Poway lodge of the Good Templars temperance organization in 1888, with Alice being the Vice Templar and William being the Recording Secretary 20. The Good Templars lodge building was repurposed and renovated over time and was relocated to Old Poway Park.

The annual conference of the Methodist Episcopal church of Southern California in September 1889, appointed Benjamin Hewlett to the Otay and Oneonta church, with R. S. Coulter appointed to Poway and Ramona 21. The Hewletts and their son William moved away from Poway several weeks later, continued to visit Poway on occasion, and moved back to Poway into their former home in November 1890, after Benjamin Hewlett declined a pastoral appointment for health reasons 22,29.

In the following months, Benjamin Hewlett was assigned a pastoral appointment to the Methodist Episcopal church in Gonzales near Monterey and moved there while his son William Hewlett remained in Poway; William Hewlett was noted as being appointed as the Treasurer of the Poway Good Templars lodge in March 1891 ²³. William Hewlett was listed as a Poway registered voter with occupation of farmer in 1890 and 1892, and as a nurseryman for 1894 ³⁰. Benjamin Hewlett and his wife Maria then moved back to Poway for mutual health reasons ²³.

William Hewlett marries Alice Parnell

William Hewlett began courting Alice Parnell at some point. A news item noted that a camping party consisting of Mr. and Mrs. Benjamin Hewlett, their son William Hewlett, Misses Alice and Jessie Parnell (Jessie was Alice Parnell's younger sister) and Fred Thatcher (who later married Jessie Parnell) left Poway on 30 June 1891, for Warner's Ranch and intermediate points; perhaps Palomar Mountain, then known as Smith Mountain, was one of those intermediate camping points between Poway and Warner's Ranch ²⁴. On 21 September 1892, William Hewlett was issued a marriage license to wed Alice Parnell ²⁵.

Earlier on 24 March 1892, Fred H. Thatcher of Pomona had obtained a marriage license to wed Alice's sister Jessie R. Parnell ²⁶.

Esther Parnell Hewlett is born

In October 1892, Reverend Benjamin Hewlett was assigned as Methodist minister and moved to Sumner in Kern County, and William and Alice Hewlett moved into the Meeker house in Poway (located at 13304 Poway Road, across Poway Road from the Parnell property) ^{27,28}.

Esther Parnell Hewlett was born to William and Alice Hewlett on 8 January 1895, probably in the Meeker house ^{8,9}.

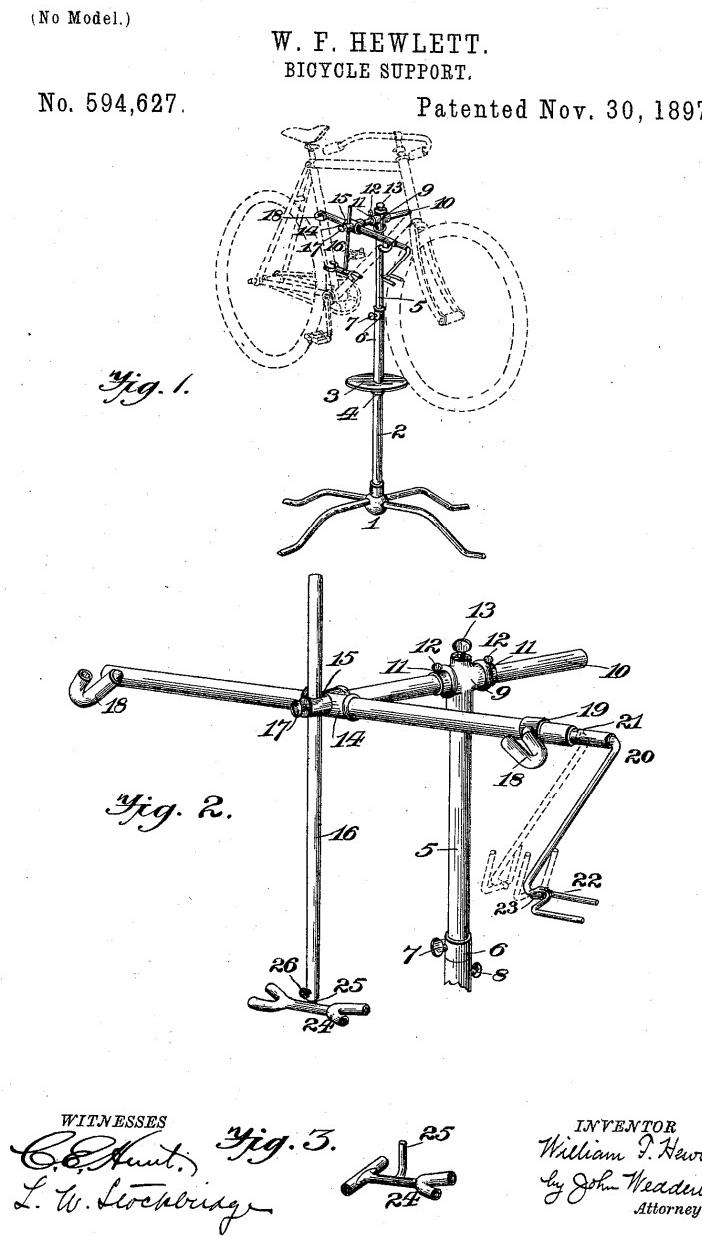


Meeker House in Poway, where William and Alice Hewlett began living in October 1892. n.d.
Poway Historical and Memorial Society

William and Alice Hewlett and baby Esther moved to Pomona on 1 June 1895, for William to pursue a business opportunity; Alice Hewlett's young sister Jessie Parnell Thatcher was already living in Pomona with her husband Fred ³¹.

William Hewlett's Pomona business opportunity was probably a bicycle business. Hewlett was registered to vote on 8 August 1896 in Pomona Precinct Number 2, Los Angeles County, with an occupation of bicyclist ³³. His father Reverend Benjamin Hewlett was assigned to the Pomona Congregational church and started services there in summer 1896 ³².

For the week ending 30 November 1897, a newspaper printing weekly patent notices listed William F. Hewlett of Pomona as being issued patent 594,627 for a patent filed 22 October 1896, for a support device to hold a bicycle while it is being cleaned or repaired ³⁵. Hewlett assigned half the patent rights to two Pomona men ³⁶.



THE NORRIS PETERS CO., PHOTOLITHO, WASHINGTON, D. C.

William F. Hewlett's U.S. Patent 594627 for a bicycle work stand ³⁶

On 30 July and 2 August 1898 respectively, Benjamin and William Hewlett registered to vote in the Bloomington Precinct with their post office being Bloomington, which is adjacent to Fontana in San Bernardino County ³⁴. Benjamin Hewlett's occupation was clergyman, and William Hewlett's occupation was merchant; William Hewlett was registered as having a height of 5 feet 7 inches, a fair complexion, brown hair, and brown eyes ³⁴.

William and Alice Hewlett moved back to Pomona no later than October 1899, and the 1900 U.S. Census lists them on 13 June 1900, living with their daughter Esther Hewlett in the San Jose Township in Pomona's second ward; William's occupation was repairing bicycles ^{12,37}. Real estate was also an interest; in 1901 and 1904, William Hewlett purchased and sold lots in Ontario ³⁸.

In early September 1905, William and Alice Hewlett, and his parents Benjamin and Maria Hewlett moved to Oxnard, California, where Alice Parnell Hewlett's parents George W. and Emma S. Parnell lived ³⁹.

On 22 September 1905 in the Oxnard Courier, an advertisement for "Hewlett & Son, The House Furnishers" appeared which was located on Saviers Road between 5th and 6th Streets; the ad announced that the Hewletts, father Benjamin and son William, had purchased an existing store of new and second hand goods, and that they were interested in purchasing second hand goods ⁴⁰. Benjamin and William Hewlett relocated their home furnishing store to Long Beach, California, in February 1906, and then Esther Hewlett's younger brother Frank Howard Hewlett was born to William and Alice Hewlett on 12 April 1906 ^{9,41,42}.

By February 1908, the Hewlett families, father and son, were back to living in Pomona, where they advertised acreage for sale, noting their business as B. F. Hewlett & Son, 171 East Second Street, Pomona, California ⁴². William F. Hewlett was elected a trustee of the First Methodist Church in Pomona on 1 September 1909 ⁴³. In March 1910, Alice W. Hewlett was elected president of the Woman's Christian Temperance Union ⁴⁴. The 1910 U.S. Census has William Hewlett residing in Pomona with occupation being real estate ¹². The 1912 Doyle's Valley Directory (for Pomona) lists William F. Hewlett and Benjamin F. Hewlett at the same 1059 W. Monterey Street address in Pomona, with their business being real estate as BF Hewlett & Son ⁴⁷.

In early September 1912, William and Alice Hewlett and their children Esther and Frank plus father Benjamin Hewlett visited Alice Hewlett's parents in Oxnard, with Alice Hewlett and the children staying on for an extended visit (the news item said William Hewlett was a real estate dealer in Pomona) ⁴⁵.

THE HEWLETTS MOVE TO PALOMAR MOUNTAIN

The Hewlettes (William, Alice, Esther, and Frank) moved to Palomar Mountain in spring 1913, when Esther Parnell Hewlett was 18 years old ^{8,98}. Esther Hewlett spoke with Catharine Wood about her Palomar Mountain residency and butterfly farming, and is quoted in Wood's book ⁸:

"My parents, small brother and I moved down on old Palomar in the spring of 1913, to the old Mack place, 80 acres of which we had traded for [PB: named after John Mack; homesteaded by William H. Graves]. It had a six-room house and large barn on it and about 13 acres in bearing apples. That summer we noticed so many beautiful butterflies."

"Later that year an article came out in The American Magazine describing the work of a Miss Ximena McGlashan of Truckee who had paid her way through college by collecting and breeding butterflies and moths. I wrote her and she answered that she was putting out a correspondence course which she called "Butterfly Farmer," price \$5.00. I subscribed and received a little booklet each month for a year. It was the finest thing of the kind I have ever seen. At the end of the year she bought five dollars' worth of common butterflies of me."

"For the next five summers my brother and I collected and raised butterflies and moths, working out quite a number of life histories, food plants, etc., had a new variety of moth named "hewletti," and sold to collectors all over the country. One man in the east wanted grasshoppers, cicadas, crickets and such, and we gathered those in too. We found a cricket one day drowned in the top of a rain barrel. It looked pretty good, so we shipped it off; it was a good variety and the collector sent me five dollars for it."

"We tied the female butterflies in net or paper bags on the particular food plant of their larvae, fed them on slices of dried apple soaked in sugar water, and left the eggs right there until the little larvae were hatched. Then we brought them into the house, put them under glass and fed them by hand. We sugared for moths at night, dug up chrysalides early in spring, gathered eggs and hibernating caterpillars, and made all of three hundred dollars one year."

Esther Hewlett followed a trail blazed by Ximena McGlashan, who in 1911, with her father Charles McGlashan, started a business in Truckee, California, raising and selling butterflies to collectors, which was the first commercial U.S. butterfly farm ⁵⁰. In 1913 and 1914, Ximena and her father published "The Butterfly Farmer," a bi-monthly magazine on entomology that included all aspects of the business from egg-raising to preparing and selling specimens ⁵⁰.

Ximena McGlashan wrote that

"... a woman can earn \$50 per week capturing and propagating moths and butterflies. No capital is required, no knowledge of the science of entomology, and there are few expenses connected with the business. There is an unceasing and ever growing demand for these insects, and each one has cash value ⁵⁰."

Ximena McGlashan used her earnings to attend Stanford University acquiring a degree in entomology in 1916 ⁵⁰.

THE BUTTERFLY FARMER

A MONTHLY MAGAZINE FOR
AMATEUR ENTOMOLOGISTS



XIMENA McGLASHAN
Publisher and Proprietor
TRUCKEE, CALIFORNIA

*A Comprehensive Correspondence Course in Entomology,
Conducted Under the Auspices of The Agassiz Association,
Will Be a Leading Feature During the Ensuing Year.*

Copyrighted 1913 by Ximena McGlashan. All rights reserved.

Catharine Wood writes of the Hewletts and their daughter Esther in her "Palomar from teepee to telescope" book §:

By the side of the road across from the southeast corner of the State Park stands a faded, neglected house, an old apple orchard on one hand and several shingled cottages on the other. It has passed through numerous hands. In early days it was known as the Mack place. Later, Mr. and Mrs. William F. Hewlett came into possession of the property. At that time the mountain was undergoing its own private depression, and ... the trees and shrubs in the neighborhood began to bear strange blossoms, which, on close inspection turned out to be paper bags. The old Mack place had become a butterfly farm! [Esther Hewlett quotation above extracted from here] ... One summer they shipped 30,000 perfect specimens of tiny "Blues" in four months' time besides many "seconds."

Robert Asher writes of Esther Hewlett's butterfly farming in his 'My Palomar' memoir 48 :

"...Mr. and Mrs. William F. Hewlett were old timers in San Diego County. I never met them until the summer of 1913 after they had made the trade and moved onto the Mack Place. ...The Hewlett's apple crop failed dismally three times in a row. The Hewletts did not die from starvation however; Miss Esther had become interested in the commercial possibilities of collecting butterflies and moths. This interest later bloomed out into a full-fledged butterfly farm and while the butterflies brought in enough to pay for ham and chicken feed and other things, the business did not bring in enough to make any substantial contributions toward clearing off the debt due Alonzo G. Hayes.

... When the Hewletts left the Mack place, they moved over to Silvercrest. Here they went into butterfly farming on a more extensive scale. They also found a very rare moth and attempted to raise more of the same from eggs laid by the original moth and butterflies the same way. The big dining room of resort days began to look more like a greenhouse or conservatory but with verdure under inverted jelly glasses or in empty fruit jars. There are two kinds of the tiny so-called "Meadow Blue" butterflies on Palomar. One species is quite common, the other rare. Prices on the common sort made their culture hardly worthwhile, but the rare sort was worth real money, not so very much but still worth going after. But as may be imagined, the rare sort was really rare, even around Silvercrest on Palomar Mountain. The situation called for a little strategy, the strategy in this instance being the coaxing the little critters to lay their eggs on same kind of leaf or other and so start the ball rolling. The eggs would hatch out in the course of time into little wee caterpillars, and these wee caterpillars would go about eating their breakfasts right where they were on the leaves, the leaves being right good fodder for little wee caterpillars.

So much for theory and very good theory, too, except that the little butterflies just wouldn't lay their eggs. The butterfly farmers tried them with every kind of tree or shrub, leaf, grass, or weed they could find but still the dinky little creatures just sat there and looked pretty. The Hewletts argued that there must surely be a "host plant" growing somewhere thereabout, else there wouldn't be any little butterflies flying around wild. To be sure, they may have come a long way from their original breeding grounds; butterflies have been known to fly long distances. However, the Hewletts being fairly persistent people couldn't give up, so they went over their butterfly literature and located an item about the very particular Meadow Blue. The item went on to state that the host plant of this particular Meadow Blue was the cotyledon. "Cotyledon?" Sure! Any school child knows what a cotyledon is. It is the first seed leaves of plants like beans and squashes. Simple enough. But those little butterflies were not that simple. They still forbore laying eggs even on cotyledons. "What to do?" "Ask Bob," Bob being something of an authority on plants.

So the next time I was up, they plumped the question "What is a cotyledon?"

"Uh, hum," I ventured, trying to look very wise. "Uh, hum, yes, yes, a cotyledon is a cotyledon."

"Now, now, we're not joking. What is a cotyledon?"

"A cotyledon is -- is -- the seed leaf of a cotyledonous herb. Also it is a new-fangled name for the old genus *Echevaria*. One variety is called 'Hens and Chickens'."

"Oh, I know what an *Echevaria* is. It's the botanical name for hens and chickens. Maybe that's what the book meant by saying that cotyledon is the host plant for our Meadow Blue. But are there any Echevarias around here?" I couldn't answer that, but I had seen two kinds on my place on southern exposures. So it was agreed that we would go out to the rocky Lookout Point after dinner. We found the Echevarias. It proved to be the proper host plant for the butterflies, and they soon went to laying eggs after the leaves had been put into their jars.

Esther Hewlett wrote about "Butterfly farming on Palomar Mountain, Calif." in 1918 68:

Palomar Mountain is about seventy miles northeast of San Diego, California, and is a glorious place for catching and raising lepidoptera. It is over a mile high, with a long summer season and from four to six feet of snow in winter. I have found about sixty-five species of butterflies and almost as many moths; and know there are more of the latter.

One of the rarest and earliest "blues" here is *Lycaena sonorensis*; but it is not plentiful. The food-plant of the larvae is "hen-and-chickens" (cotyledons). My best collecting is on a rocky side-hill, almost a cliff, where the cotyledons grow in abundance and where rattlesnakes are equally as plentiful. All perfect specimens are papered. The imperfect females are placed in five-gallon oil cans minus tops. Cotyledons are transplanted into the cans and the tops covered with mosquito netting. The butterflies, fed on dried apple soaked in honeywater, will live several weeks and lay from twenty-five to seventy-five eggs. After they are dead, I paint a band of tanglefoot around the inside of the cans and leave them until July. Then comes the harvest! The cotyledon plants are pulled up and searched, — many cocoons are found clinging to the leaves; often a bunch of a dozen cocoons is found in some crack at the side of the can. A dozen cans will yield over 100 cocoons. We also collect the eggs that are laid on the cotyledons out on the hill. The eggs, under glass, hatch in twelve days, and the little white worms are placed on growing plants in smaller cans. In this way I secured over 2,000 tiny worms last summer; but only about 10 per cent, lived to form cocoons.

The next "blue" that flies in the spring is *icaroides*, for about a month or six weeks. The larvae hibernate through the winter and can be found in the spring on their food plant, the purple Lupines, in both larval and pupal state. There are immense fields of Lupines on Palomar, and five hundred or more perfect specimens of *icaroiae* can easily be caught in a month. The best collecting is after sunset when they are roosting on the dead weeds. A net is not needed; by holding an open cyanide jar under the sleepy butterfly and tapping the weedstalk, it will drop into the jar.

Colias barbara is very plentiful here all summer long and is easy to breed, the favorite larval food plant being the pest, loco weed. I confine the imperfect females in paper bags fastened around a stalk of loco with a snap clothespin. One butterfly will often lay several hundred eggs in a few days. The eggs hatch in four or five days and the worms are placed in tin trays, bordered with tanglefoot. The larvae are easy to raise and there are many broods each season.

The Oceanside Blade newspaper in March 1916, had this item on Esther Hewlett 107:

The butterfly season has opened two weeks earlier than last season, and Palomar's butterfly farmer, Miss Esther Hewlett, is busy collecting and rearing perfect specimens.

Esther Hewlett's advertisements in 'The Lepidopterist' from 1916 to 1918, give an economic sense of her butterfly and moth farming endeavor 2,3,4,5,7:

FOR SALE: Perfect butterflies and moths in papers. 15 species *Lyc. sonorensis*, *Colias barbara*, *Arg semiramis*, etc., all from Palomar Mt., San Diego, Calif. Prices from 1c. to 10c. each. 100 pupae of *Lyc. sonorensis* at 5c. each. Address: Esther P. Hewlett, Nellie, Calif. 2

FOR SALE: Perfect butterflies in papers 100 *Lyc. icaroides* at 10c., 10 *Lyc. daedalus* at 5c., 40 *Lyc. acmon* at 3c., 75 *Lyc. marina* at 5c., 50 *Pieris rapae* at 2c., 35 *Mesoleuca truncate* at 5c. All are bred specimens except *icaroides* and *Daedalus*. Esther P. Hewlett, Nellie, Calif. 3,4

FOR SALE: Perfect butterflies in papers. *Lyc. icaroides*, *Grapta satyrus* and *marsyas* at 10c. each; *Lyc. acmon*, *Lemonias virgulti*, *Phyciodes montana*, and *Hesperia occidentalis* at 5c; *Colias barbara* at 12c; *Colias keewaydin* at 3c. In lots of twenty of each species, 6c. each. Also pinned moths for sale. Esther P. Hewlett, Nellie, California 5,7

FOR SALE: Perfect, pinned, bred specimens of new species. *Apantesis ornata hewletti*, Barnes & McDunnough, at two dollars each. Esther P. Hewlett, Nellie, California 7

Mother Alice Hewlett wrote an article on butterfly farming in the June 1920 issue of Ladies Home Journal, noting the income from Esther Hewlett's butterfly and moth farming enterprise 59:

This young woman accompanied her parents to an apple ranch in Southern California and started in the business in the spring of 1914. Earnings at first were small, \$33; the second year, \$68, but with increasing knowledge and experience and strict adherence to the determination to supply only first-class material, they have grown year by year, in spite of the depression in the market due to the war. Last year returns were \$236, and this year promises to more than double those figures, for at present the "butterfly girl" is busily at work filling the largest single order she has ever received – an order from an art worker calling for 10,000 *Lycaena* or Meadow Blue butterflies.

Esther Hewlett's earnings can be converted into 2020 dollars using an inflation calculator.

\$33 earned in 1914, her first year of business, is equivalent to \$859 in 2020.

\$68 earned in 1915 is equivalent to \$1,752 in 2020.

The 1919 'last year' returns of \$236 were from butterfly farming the year after the Hewlettes had left Palomar Mountain, having left in 1918. \$236 earned in 1919 is equivalent to \$3,551 in 2020.

Some of the Palomar Mountain butterflies and moths sold by Esther Hewlett



Lyc. sonorensis, now known as *Philotes sonorensis*
Wikipedia photo



Colias barbara, now known as *Colias harfordii*
Wikipedia photo



Arg semiramis, now known as *Speyeria coronis semiramis*
Photo copyright James Bailey



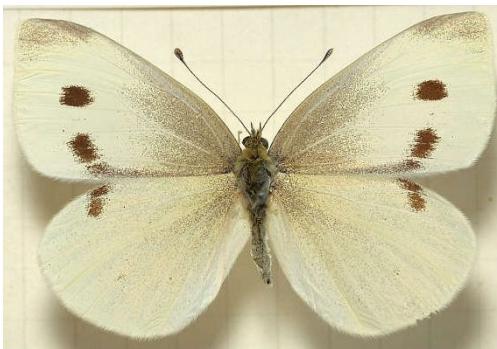
Lyc. icaroides, now known as *Icaricia icarioides evius*
This photo is a similar subspecies, and is not the *evius* subspecies
Wikipedia photo



Lyc. acmon, now known as *Icaricia acmon*
Wikipedia photo



Lyc. marina, now known as *Leptotes marina*
Wikipedia photo, Anne Toal



Pieris rapae
Wikipedia photo



Grapta satyrus, now known as *Polygonia satyrus satyrus*
Wikipedia photo, Gail Hampshire



Lemonias virgulti, now known as *Apodemia virgulti*
Wikipedia photo



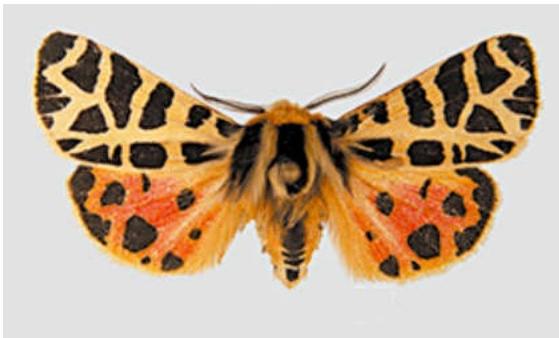
Colias keewaydin, now known as *Colias eurytheme*
Wikipedia photo

Esther Hewlett's Tiger Moth



David Wikle photograph

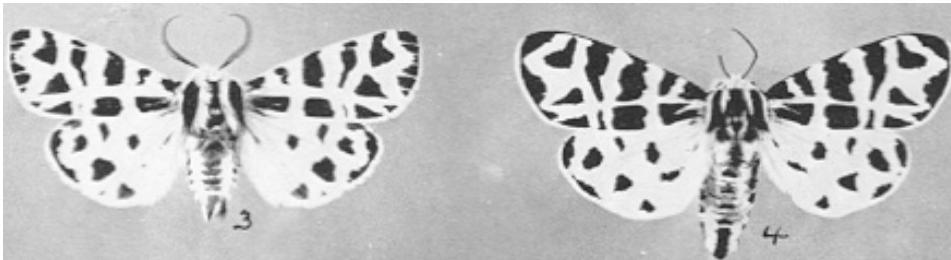
Now known as *Grammia hewletti*, Esther's moth was originally described in a scientific publication in 1918, as a new variety of ornate tiger moth, *Apantesis ornata hewletti* var. nov 6. In 1918, Esther Hewlett advertised this new variety for sale, as a perfect, pinned, and bred specimen, at two dollars each, which is equivalent to \$34 in 2020 7.



Zoological Journal of the Linnean Society photograph

Forewing length of *Grammia hewletti* is 20 mm, and the forewing ground color is black with pale, yellowish or pinkish-buff bands 60. Hindwings are bright yellow, and may vary to orange or scarlet, with black markings 60.

Adults have been recorded on wing in May 60.



Original illustration of *Apantesis ornata hewletti* var. nov 6

The scientific publication included Esther's observation that the color variation between wild caught moths and her cage-bred moths is probably due to moisture differences 6.

Lovers of nature and novelties unique will be interested in the

**Esther P.
Hewlett
Exhibit
of
Mounted
Butterflies
at**

**SMITH'S
ART STORE**
1250 - 51st Street

Ad for San Diego exhibit of Esther Hewlett butterflies

San Diego Evening Tribune, August 13, 1918, page 7, column 8



Carol Blaney photograph

Esther Hewlett's Crochet Designing on Palomar Mountain

Catharine Wood writes of Esther Hewlett's crochet work in her "Palomar from teepee to telescope" book 8:

... Mr. and Mrs. William F. Hewlett came into possession of the property [PB: the Hewletts moved into the Mack place in spring 1913]. At that time the mountain was undergoing its own private depression, and Esther, the young daughter of the family, ... She began to crochet various articles using as patterns such natural objects as oak blossoms, snowflakes, and butterflies.

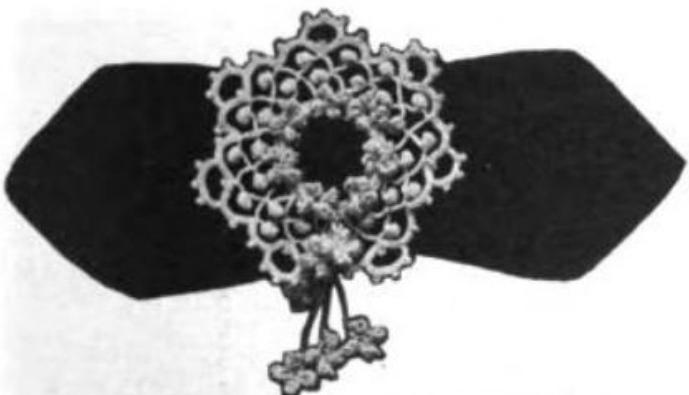
Esther Hewlett began submitting original crochet designs for publication in magazines, for which the designers were paid a fee. While it is indeterminate when Esther's crochet designs started appearing in magazines, reference to a 1914 design was found, when Esther Hewlett was 19 years old. The Modern Priscilla magazine published several of her designs: "Party Things in Irish Crochet" (April 1914), "Crocheted Dress Yoke, Trimmings" (March 1915), and "Crochet Applique - New Work for Crochet Enthusiasts" (October 1916) 51.



1915

Home Needlework Magazine, volume 17, number 1, January 1915, pages 18-20

FOUR ROUND MOTIFS AND SIX FORGET-ME-NOTS ARE USED ON THIS JABOT. DESIGN NO. 151-31
By Esther Hewlett



1915

Home Needlework Magazine, volume 17, number 1, January 1915, pages 18-20

ANOTHER CLONES KNOTS AND FORGET-ME-NOTS COMBINATION. DESIGN NO. 151-33
By Esther Hewlett

Bag in Crochet and Net

By Esther P. Hewlett

1916



Home Needlework Magazine, volume 18, number 8, August 1916 page 3, 30, 34

Hewlett apple farming

William F. Hewlett was listed as a fruit grower at Nellie in the San Diego City and County Directories for 1914, 1915, and 1916 ^{52,53,54}.

Robert Asher writes of the Hewletts and their apple farming in his ‘My Palomar’ memoir ⁴⁸:

“...Mr. and Mrs. William F. Hewlett were old timers in San Diego County. I never met them until the summer of 1913 after they had made the trade and moved onto the Mack Place. I never learned the particulars of the deal but I understood that the Hewletts had deeded some property they had owned near Antelope as first down payment on the purchase of the Hayes-Mack Place on Palomar. He had had some experience in farm and nursery work at the old home in Poway Valley north of San Diego and since both Mr. and Mrs. Hewlett were intense nature-lovers, I suppose that they jumped at the opportunity to take over a place with a large apple orchard in full bearing and I know that for one I was very glad to have them for neighbors....

I had not known them very long when an invitation came to attend a little Sunday School Service they had been holding at their house Sunday at 11:00 AM. I had been going to church and Sunday School all my life, and so I was very glad to accept the invitation; however I soon realized that apart from the Hewletts themselves, I was the only scholar. All four of the Hewletts could sing, and Miss Esther played the piano (or was it an organ?). I regret to say that I was a complete failure in as far as contributing to the musical part of the program. But not in the eating of my full share of the dinners which invariably followed the Sunday School sessions.

That fall of 1913 the apple crop was abundant and prices on the whole very good. I fancy that our friends felt very well pleased with their move from city to mountain life, and they continued to feel that way even in the face of the discouragement they later encountered. In fact when the end came they didn't want to leave the mountain one little bit. A few of Mr. Hewlett's neighbors were sometime critical of his words or actions and Mr. Hewlett did not always approve of said neighbors actions and words. Before the post office was moved from Baileys to Hewlett's, Hewlett always “dressed up” when he went for the mail. According to accepted mountain etiquette dressing up just to go for the mail was and is a most heinous offense against good manners. The feeling was that Hewlett was putting on “too much dog” to use a slang phrase. “When in Rome do as the Romans do.” But if half of the Romans put a clean shirt on their backs and clean bandanas around their necks and the other half come just as they are – who can decide just which of what is truly Roman. Another critic averred that Hewlett could “say the meanest things in the nicest way.” O dear, wasn't that just perfectly awful! The same critic related with great gusto a story about how Bob Asher had made a perfectly lovely crack at Hewlett's expense. The point of the story was that Bob had the same as called Hewlett a “lemon” but in such a nice way that Hewlett couldn't crack back. Well, I am the only Bob Asher hereabouts and I do hereby affirm that I never in my life called friend Hewlett a lemon – even in a nice way. I did say more than once that Mr. Hewlett's lemons were life-savers or something to that effect. Bentley Elmore and I were raking out the rocks on the Westend Grade on a blazing hot afternoon when along came Hewlett from a trip down to Escondido. He had a grain sack full of lemons and he voluntarily divided the lemons with us 50-50. Mr. Elmore and I had previously had stomach trouble due to drinking water from a creek and the lemons came like a gift from heaven, as for the charge of dressing up – well, perhaps I'd better not say anything. My sister Josie has been worrying about

my appearance for the last half-century or more and she's still at it and I have been told more than once that even a working man should chuck his working clothes at the end of each day's work – "wash up and dress up" even if he isn't leaving home for the evening or expecting visitors. It is possible that W. F. Hewlett was brought up in a very strict home and didn't know any better than to dress up whenever he went over to Nellie's postoffice. Also Hewlett had no cow-box chaps and had no choice but to wear his good trousers to Baileys. This proposition of dressing up – say – sposin your host consider himself all dressed up for Sunday in a clean shirt but with no tie and in overalls --- should a man visitor put on a stiff collar and his Sunday-go-to-meeting best for an informal visit on a Sunday afternoon? I say no! No, I mean "yes" or do I? Reckon I am, getting all mixed up and arguing both ways. Perhaps it would be well for each chappie to decide for himself what to wear and let the other fellow do that same.

Palomar Mountain is subject to occasional late frosts which may destroy all apple blossoms that are out. If the freeze comes very late it gets everything. Some seasons, some varieties perversely refuse to bloom at all. I have heard it said that if an orchardist gets three good apple harvests out of five he is doing well, provided that he has a favorable market to go with the three good crops. The Hewlett's apple crop failed dismally three times in a row.

Eloise Perkins interviewed Esther Hewlett for a 1971 Escondido Times Advocate article, and wrote ⁹⁸:

... The first two years, 1913 and 1914, the Hewletts had good apple crops. Then for three years, late spring frosts spoiled the crops. Miss Hewlett... recalls that one of these years it got very cold and the fog blew up the front of the mountain and across their place after the apples had set. The fog froze the south side of each little apple. "They did not drop, but the frozen side hardly grew at all," she said. "The opposite side did grow and swelled out nicely, making the craziest looking apples you ever saw. The stem end and the blossom end were close together, while the rest of the apples was swelled out in a big bulge."

Robert Asher writes of the Hewlett's attempt to homestead land in his 'My Palomar' memoir ⁴⁸:

It had been years since Peters and Ferguson had given up their idea of homesteading on Morgan Hill. They had not given up until I showed them a letter from the Indian Agent at Pala. I had been anxious about the status of the unsurveyed school section I had first settled on. The agent wrote me that none of the school section had been set apart for Indian use but that certain lands on Morgan Hill adjoining the school section had been so set apart and he gave me the numbers, etc. The Hewletts knew about the Ferguson and Peters' episode, for I had told them all about it. That the land was Indian land and not open to homestead entry and settlement; however, the Hewletts still wanted to homestead there and tried pulling various political strings in an endeavor to get the U. S. Congress to set aside the grant to the Indians and open the land to homestead entry, the preferred entrants, of course, being the Hewletts. No such action was taken by Congress and the Hewletts finally gave up in despair ..."

In early May 1918, newspapers published a Palomar news item that W. F. Hewlett has sold his eighty-acre ranch to A. G. Hayes [PB: Alonzo Hayes], and had rented and moved into Silvercrest, where Esther Hewlett will continue her butterfly and moth farming ^{46,71}.

Robert Asher writes of the Hewletts relocating to Silvercrest and its former Palomar Hotel building in his memoir ⁴⁸:

Mr. Hayes would get up once in awhile, but I saw nothing of the Hayes girls until one day the oldest daughter, Elsie, turned up with a husband Jack Roberts -- both chuck of big ideas for running a resort on the Mack Place. But the Mack-Hayes Place was still in the possession of William F. Hewlett, Mrs. Hewlett, Frank, and Esther. The Hewletts naturally refused to budge without a cash payment for their equity in the ranch. I do know that the Hewletts moved over to the Smith and Douglass Hotel building and that they had received something in the way of cash for giving up all claims to the place they had called home for so long.

... When the Hewletts left the Mack place, they moved over to Silvercrest [PB: which was the location of the Palomar Hotel]. Here they went into butterfly farming on a more extensive scale. ... After their disastrous experience on the Mack Place, it might be imagined that the Hewletts had had enough of Palomar Mountain. Not so, they were just as much in love with it as ever. They planted quite an extensive garden in the little valley northeast of the hotel and everything got away to a good start and the venture looked most promising. Then came a very late spring frost and blackened every tender plant, and that was a blow that staggered them a bit. But they recovered from the first discouragement and put in a new garden near a spring on the south slope below the hotel.

Postmaster Esther Hewlett

In the San Diego City and County Directory for 1917, William F. Hewlett was listed as a rancher at Nellie, and Esther P. Hewlett was listed as postmaster and butterfly culturist at Hillcrest Ranch ⁵⁷. In late December 1916, Esther P. Hewlett was commissioned as postmaster for Nellie, Palomar Mountain, and the post office equipment was moved from Bailey's ⁶⁶. Marion Beckler writes of Postmaster Esther Hewlett in "Palomar Mountain, Past and Present" book ⁴⁹:

... the Post Office ... "Nellie" for many years was at Bailey's. But when government examination for postmaster was instituted, Dr. Milton Bailey did not care to bother with it, while running the resort. Esther Hewlett, though only in her teens, took the examination and became postmaster.

In the San Diego City and County Directory for 1918, Esther P. Hewlett is listed as postmaster and butterfly culturist at Hillcrest Ranch, with her mother Alice W. Hewlett listed as "librarian branch county free library," and father William F. Hewlett as rancher ⁵⁸.

Eloise Perkins interviewed Esther Hewlett about being postmaster in a 1971 Escondido Times Advocate article, and wrote ⁹⁸:

She did not hold the post long, because an attack of appendicitis caused her to leave the mountain for a time in 1917. Her parents kept the post office for her until she recovered...

Esther Hewlett resigned as Nellie postmaster at the end of July 1918 ⁷².

A Palomar Paragraphs news item in the Oceanside Blade newspaper in March 1918, noted that a branch of the San Diego County Free Library had been established on Palomar Mountain with Alice W. Hewlett acting as librarian ⁷⁰. A newspaper announced that Esther Hewlett was appointed custodian of the Palomar Library without pay, by the San Diego County Librarian, commencing February 1, 1918 ⁶⁹; perhaps this was a confusion with her mother Alice W. Hewlett who was noted elsewhere in that capacity ^{58,70}.

1915 Parnell Family Reunion

There was a Parnell family gathering in Hollywood, California in 1915, which Alice Winifred Parnell Hewlett, the mother of Esther Parnell Hewlett, attended with others 61.



Those mentioned in this biography have their **names in bold**. Standing from left: William D. Stephens, **Rev. George Coultas** (Poway minister after Benjamin Hewlett), Helen Thatcher Stoddard, Mrs. George Coultas, Olive Thatcher Bartlett, **Fred H. Thatcher** (husband of younger sister of Alice Winifred Parnell Hewlett, and the uncle of Esther Parnell Hewlett), Ruth Thatcher, Mrs. Mos D. Thatcher, Amos Thatcher, Charles Baker, Mrs. Charles Baker, **Rev. Benjamin Franklin Hewlett** (paternal grandfather of Esther Parnell Hewlett)

Seated from left: Mrs. Stephens, **Jessie Parnell Thatcher** (younger sister of Alice Winifred Parnell Hewlett, and the aunt of Esther Parnell Hewlett), **George W. Parnell** (maternal grandfather of Esther Parnell Hewlett), Fred H. Thatcher Jr., **Emma S. Parnell** (Mrs. George W. Parnell and maternal grandmother of Esther Parnell Hewlett), **Alice Winifred Parnell Hewlett** (Mrs. William F. Hewlett and the mother of Esther Parnell Hewlett), Carrie Baker, **Maria Demott Hewlett** (Mrs. Benjamin Franklin Hewlett and paternal grandmother of Esther Parnell Hewlett)

Hewlett Palomar Miscellany

The west grade road on Palomar Mountain, now known as the Nate Harrison Grade, could be rough going, particularly with winter snow and after rain. William F. Hewlett was employed working on that west grade and on the east grade from Lake Henshaw, repairing washouts and slides 106. A Palomar Paragraphs item in the Oceanside Blade newspaper noted that in early April 1916, Louis Salmons took a four-horse team pulling two tons of live pigs down the Nate Harrison grade, with William F. Hewlett and B. H. Elmore preceding with picks and shovels, getting the wagon down the grade 63. A Palomar Paragraphs item in the Oceanside Blade

newspaper noted that in November 1917, William F. Hewlett and B. H. Elmore had started working on the Nate Harrison grade, putting in turnouts, and preparing it for the winter rains 67.

Esther Hewlett provided the U.S. Weather Bureau an earthquake report for Palomar Mountain (Nellie) on July 16, 1916, at 11:50 am, with two shocks of one second duration 62.

A Palomar Paragraphs news item in the Oceanside Blade newspaper in August 1916, noted that Sabbath school was held at the school house, with William F. Hewlett in charge, Dean Blake, leader of the choir of the U. P. Church at San Diego leading the singing, and eighteen in attendance 65. A Palomar Paragraphs news item in the Oceanside Blade newspaper in September 1916, noted that "W.F. Hewlett's "buckskin" dob, Silver, treed a wildcat at dusk Friday evening, which Mr. Hewlett dispatched with his rifle. The feline weighed fourteen pounds and measured thirty-two inches in length 108."

A Palomar Paragraphs news item in the Oceanside Blade newspaper in December 1918, noted that William F. Hewlett and Esther Hewlett made a business trip to Escondido 73. On their afternoon return, above the "W" on the west Palomar grade, they stripped the gears of their Duro car, and walked home on foot, taking three hours. William Hewlett then caught a ride to Pomona the next day to get new Duro gears 73.

A Mountain Spring-song By Alice W. Hewlett 64

On the heights the summer is coming;
The heaven and earth are aglow;
All nature pulses expectant;
Fleecy clouds cast cool shadows below.

The soft breeze caresses and kisses,
While wafting Spring's fragrance afar;
Murm'ring sweet secrets in passing,
To birds and shy, early flower.

Giant firs sigh in contentment;
Ancient oaks with youth's vigor thrill;
Laughing waters dance down to the valleys
Bearing coolness and life from the hill.

Through length'ning days Nature sings and rejoices;
Little birds' throats with ecstasy swell;
There's a lilt and a shimmer, the air is a tonic;
Mangles of fern clothe hill slope and dell.

Flowers run riot in prism-like colors;
Life, love and beauty are everywhere;
Storm scars are covered, and Winter's forgotten;
June comes stripping – Lo! Summer is here!

THE HEWLETTS LEAVE PALOMAR MOUNTAIN

On December 26, 1918, the Hewletts left Palomar Mountain for Pomona where family lived ⁷⁴. Marion Beckler writes of the Hewletts' departure in her "Palomar Mountain, Past and Present" book ⁴⁹:

When the Hewletts moved away they sold out to Alonzo G. Hayes -- "160 acres at \$10 an acre, house thrown in but extra for furniture..." (quoting Elsie Hayes Roberts).

In her diary for January 5, 1919, Elsie Roberts wrote that she went "to the deserted house where the Hewletts had lived at Silvercrest. Papa bought their furniture, etc." ⁵⁵.

After Palomar Mountain, the Hewletts moved to Upland, California, and continued Esther's butterfly farming. A newspaper article in the Pomona Bulletin of December 14, 1919, reported ⁷⁶:

Industry Operated By the Daughter of Pomona Couple

A novel and delightful industry is that originated and developed by Mrs. Esther P. Hewlett, of Upland, who not only has successfully started a butterfly ranch, where she raises large number of these bright colored insects, but she has also made and steadily increased the market for her product by using them as the decorative motif behind the glass of attractive serving trays, which are now all the rage not only in this vicinity and throughout Southern California, but even in the large Eastern cities as well, where the trays command fabulous prices.

California wild flowers from the nearby foothills, canyons and higher slopes of the Sierra Madre mountains, including the region around the towering height of Old Baldy, furnish forth part of the background against which the brilliant coloring of the many varieties of butterfly are artistically ranged. The insects used in the trays are of all sizes and degrees, from the imposing wing spread of the Swallowtail butterfly, or "Papilio Surymedon," to the small Checkerspot, or "Melitaea Chalcedon," there are others of even more minute proportions and of rather pastel tints in silver grays and other delicate and restrained colorings.

The harmonious blending by Mrs. Hewlett of the butterfly colorings with those of the wildflowers and shrubs, against a background of soft cotton that prevents the dainty array from being crushed flat against the glass, is a revelation in discerning use of blending shades. A number of these beautiful and yet highly practical and useful gifts are on view at the A. & E. drug store.

A notice in the Pomona Progress of November 13, 1919, stated ⁷⁵:

"NOTICE – Christmas Presents. Mrs. Hewlett is showing some lovely trays, made by Esther P. Hewlett, the "Butterfly Girl," at 108 South Thomas St. A beautiful Christmas present for a friend – Look at them before choosing a present."

The March 1920 issue of Lepidoptera magazine had this ad ¹⁰⁵:

FOR SALE – Perfect specimens of *Thecla Sylvanus*, *Pamphila comma*, *Ochlodes sylvanoides*, *Stamnodes annellata* and *coenonymphata*, *Zenophleps lignicolorata*,

Epiphrhoe plebeculata, *Tarache flavepennis*, etc. Write for complete list and prices. Esther Parnell Hewlett, 24th and Euclid Ave., Upland, Cal.

BUTTERFLY FARMING

By Alice W. Hewlett



A Beautiful Specimen of the Moth *Samia Rubra* Mounted With Dried Flowers and Weeds Makes a Decorative Tray



The Swallowtail Butterfly is Effective for Framing Purposes



A Naturalistic Panel Grouping

BUTTERFLY farming is one business occupation that is not overcrowded. Indeed, I doubt if there are in the whole United States a dozen persons engaged in raising butterflies, or moths, for market—for that is what butterfly farming is; the collecting, breeding and rearing of *Lepidoptera* to supply the demand for private, museum and college collections and art purposes.

Most persons have never suspected that butterflies and moths have a market value, and are surprised to find there is any demand for them. There are thousands of collectors who are continually adding to their collections. Many are business men who find their recreation in the study and gathering together of *Lepidoptera*, but who necessarily must depend largely on others for their specimens. Entomologists and entomological clubs, directors of museums and colleges are buyers, and

it is found to be perfect—and "perfect" means absolutely without scratch, rub, tear, notch, loss of antennae, or other blemish—it is carefully placed in one of the triangular paper envelopes, previously marked with the name and sex of the specimen, locality and date of capture, and the collector's name, and returned to the cyanide jar, or better still, to an extra poison jar carried for storing the papered specimens. Only perfect specimens are marketable.

If the butterfly is an imperfect male it may be released and will revive if not left in the killing jar too long. Here the amateur may encounter some difficulty in determining the sex of his capture. With many species the sexes are differentiated by unlike coloring or marking, in others size constitutes the chief apparent difference, the male being the smaller.

If the captured butterfly is an imperfect female, she is dropped into a paper bag which is fastened by a clothespin over a branch or spray of the particular larval food plant of that particular species of butterfly. There she will revive, and, if obliging, will deposit her eggs upon the plant spray inclosed with her in the bag. Over half the species of butterflies will lay eggs only upon those plants that are used as food by their larvae, and will die rather than lay upon any other. But other species are not so particular, and if outside conditions of quiet and light are pleasing, they may be induced to lay without the presence of the plant.

Much may be learned as to food plants by watching butterflies. The females are often seen hovering about and poising momentarily upon a certain plant.

Mother Alice Hewlett wrote an article on "Butterfly Farming" in the June 1920 issue of Ladies Home Journal, showing three of their butterfly trays and framings; in this article, she said that her daughter, the 'butterfly girl' lived in Northern California ⁵⁹. Perhaps Esther Hewlett went off to college, as her butterfly mentor Ximena McGlashan had done before her. In that June 1920 issue of Ladies Home Journal, Alice Hewlett writes that butterflies and moths are "mounted and framed in pictures, trays and other novelties for the adornment of our homes ⁵⁹."

The 1920 U.S. Census registers the occupation of father William Hewlett and daughter Esther Hewlett as "farmer, butterfly farm" ¹². In May and June 1921, Esther Hewlett, "The Butterfly Lady" or "The Butterfly Woman" of San Antonio Heights in Upland, addressed meetings of the San Antonio Heights Nature Club and the Upland Woman's Club on raising moths and butterflies; San Antonio Heights is an area in Upland where

Mount Baldy Road exits San Antonio Canyon 77,78. William Hewlett travelled around, selling butterfly products; he was a caller at Laguna Beach art shops in November 1922, selling butterfly trays and other items 102.

A Los Angeles Times news item of August 23, 1923, stated 79:

BUTTERFLY RANCHO IS HIS FANCY

Forty-Acre Farm to Raise Insects Planned as Moneymaker

Something new under the sun has at last been discovered – a butterfly farm. Supervisor Charlton of the Angeles Reserve yesterday received an application for forty acres of land, in the vicinity of Cajon Pass, by John Hewlett of Redlands, who proposes establishing a butterfly farm on the public domain. Hewlett is an old hand in the butterfly game and thinks there is money in propagating and disposing of the beautiful creations for collection and decorative purposes. He proposes sowing the entire area in flowers that are dear to the tiny heart of the butterflies and herding them in countless thousands on the land. There are all sorts of enterprises on the local reserve, including fox farms, but a farm devoted to the production and sale of butterflies, is something else again.

John Hewlett is erroneous in the news item; it is William Hewlett involved. His application was denied, as reported in the Los Angeles Times on September 26, 1923 80:

Application for Butterfly Farm is Given Denial

Application by W. F. Hewlett of Redlands for thirty acres of the public domain in Cucamonga Canyon, back of Upland, for the establishment of a butterfly farm, has been denied by the Department of Agriculture, according to advices received yesterday by Supervisor Charlton. When the announcement was made that such an application had been filed there was much protest, on account of the fear that the propagation of butterflies would serve to introduce the gypsy moth, black-tail and other injurious insects, and these protests were sent to the Department of Agriculture.

The concept of butterfly ranching and the denial of Hewlett's application elicited florid writing in one newspaper 81:

PUTS KIBOSH ON BUTTERFLY RANCH

A wise and merciful government is going to protect its furred and feathered proteges of the wide, open spaces from attack by savage flocks of predatory butterflies.

Rabbits, wolves and bobcats may hereafter pursue their respective callings in the mountains of southern California without being forced to keep a weather eye out for some fierce-eyed butterfly, cruising about in search of a free meal.

This fact became known yesterday when the department of agriculture announced a policy of "thumbs down" on the proposed butterfly ranch which W. F. Hewlett, "bugologist" of Redlands, was seeking to establish in the foothills back of Upland. Hewlett had applied through the United States forest bureau of the "butterfly" rights on a 30 acre tract, and Supervisor R. H. Charlton yesterday received an official denial of the application from Washington.

When the application for the establishment of the apiary, or whatever such a farm might be called by the bug and moth fancying intelligencia, was first announced, a flock of protests began pouring into the office of the forest supervisor. Farmers and land owners in the vicinity of the proposed butterfly ranch feared that hordes of black-tails, gypsy moths and other undesirable species of insects might be propagated by the "tenants" of the ranch, resulting in the ultimate destruction of crops, such as was recently caused by the caterpillar invasion in Oregon.

The government apparently decided that tame butterflies, raised promiscuously in untold numbers in an un-fenced ranch were too much of a good thing and consequently southern California will lose the distinction of having almost acquired the first commercial butterfly farm in America.

William Hewlett decided to appeal the decision, and a following news story of September 29, 1923, noted that the butterflies attracted to and caught on the proposed wildflower garden on thirty acres, would be

"...treated in an artistic manner and sold to the art stores of the country. Orders received by Hewlett not only cover every state in the Union but all European countries. ... The Hewletts have for some years conducted their operations on East Twenty-fourth street, Uplands, but its growth has made necessary the securing of the additional facilities that it is expected the wildflower farm will furnish" ⁸².

A news story on Hewlett's appeal of the decision was published on October 16, 1923, by the Los Angeles Times, and it provides further information ⁸³:

... He says that he catches thousands of yellow butterflies from the alfalfa fields south of Ontario each year, and as many as 2000 some days. This is said to be a benefit to the grower when the worms of the butterfly were as plentiful as last year, when the leaves of the alfalfa were full of shot holes caused by the larvae.

He declares that he uses only a few butterflies whose larvae feed on cultivated plant food. The others use wild plant foods and do not trouble the rancher. It is really only the moths that are a menace to the rancher, and these he has no use for, for the reason that the public demands bright colored flies (butterflies) in the works. He buys thousands of foreign flies each year from collectors located all over the world. The domestic flies he obtains by catching and propagating himself with the help of the boys and girls in Ontario, Upland, and San Antonio Heights... But he now depends more on catching with nets.

The west fork of the Cucamonga Canyon has always been for Mr. Hewlett a good catching ground, for certain butterflies, and he thought of leasing the land and adding to the present wild flowers, to concentrate the catching by attracting and drawing away, perhaps, from other sections, at the same time establishing without cost to the Ontario-Upland colony, an attraction in the way of a wild flower farm, such as he believed cannot be found in any other place in California. The collection and using of our butterflies are a benefit to the rancher, he says. If there are 10,000 yellow butterflies on a man's alfalfa ranch and he catches 1000 of them, he has benefited that rancher to the extent of one-tenth of the damage done...

An extensive newspaper article on the Hewlett's butterfly business appeared in the Los Angeles Sunday Times on October 18, 1923 84:

BUTTERFLY CHASING PAYS

Upland Family, Following Daughter's Fancy, Finds Pleasure and Profit in Unique Business

Who has not caught the glint of a butterfly's wing as the living jewel floated just out of reach, and wishes, after the manner of mortals, that the fragile beauty might be preserved, not as a mere specimen reeking of creosote and ticketed with a Latin name, but in all its pristine loveliness, to remind one of summer moods as evanescent as beauty itself?

Esther Hewlett of Upland, knows as the "Butterfly Girl," has brought this dream to a certain measure of realization and the story of her achievement, aided by her family – for they are all vitally interested in the venture – reads like the sort of happy fiction Gene Stratton Porter makes her specialty.

It began when Esther was a little girl and the Hewletts lived on an apple ranch on Palomar Mountain in San Diego county. The mountain, with its wealth of wild flowers, was a paradise for butterflies, and the brown-eyed slip of a girl began making a collection of them and to get in touch with other collectors with whom she exchanged specimens. Some of the pretties of the local species she preserved and put under glass, framing the glass to make pictures and trays and other novelties, which found such a ready sale in the neighborhood that she determined to raise some of the showier varieties herself, thus insuring an abundant supply of raw material.

The butterfly-raising industry is not overcrowded, and at the time she initiated her pin-money plan there was only one other butterfly farm in the State. This was maintained by a young woman living near Truckee, who, besides running her farm, put out a course of instruction embodying scientific data on the whys and wherefores of butterflies, just what food plants they laid their eggs on, how to care for the eggs, the caterpillars and the chrysalises, and, in fact, everything that an amateur butterfly rancher would care to know.

Miss Hewlett invested \$5 in this source, studied it assiduously and began to put her knowledge successfully into effect. She learned that each species of butterfly requires a different food plant for its eggs. The adult insect is a very dainty feeder herself, disdaining the weed or vine upon which her caterpillar progeny depend during the first weeks of their lives. The liquid in which dried apples have been soaked is the favorite ambrosia of Madame Butterfly, and this must be fed to her during the time she is enclosed in a mosquito netting bag fastened over her special food plant. This method is used where intensive cultivation – back-yard stock raising, it might be called – is in operation, but in a large field of wildflowers the insects will, of course, find food to sustain them in the nectar of the blossoms.

Besides using her home-grown beauties in her art work, Miss Hewlett opened her negotiations with collectors in various parts of the world who sent her magnificently colored varieties found only in tropical countries, and these added immensely to the effectiveness of her designs. By this time the fame of her unique work had spread and orders were pouring in at such a rate that she was hard put to it to keep them filled.

It was then that the Hewletts decided to make the butterfly industry a family affair. Two successive failures of the apple crop convinced them that fruit raising was a gamble compared to insect breeding and they gave up the Palomar ranch and moved to Uplands, where, in the foothills overlooking the Cucamonga Valley, they established themselves in a picturesque ranch home and opened their now famous butterfly shop.

W. H. Hewlett, father of Miss Esther, is a clever artisan and designer of woodwork, and to him fell the important task of making the frames for trays, pictures, mirrors, book-ends and any number of novelties which are later decorated with the glass-incased butterflies. He also attends to the business details of the venture and is the firm's sole representative, extending his selling trips each year into wider and wider territories.

Mrs. Alice Hewlett, Esther's mother, is an artist of ability and much of her knowledge and taste is incorporated in the finished product, but it is the girl herself who places the glowing-winged insects against their background of delicately tinted thistledown, native ferns and grasses with such telling effectiveness.

The business has grown now to such proportions that a new building is in course of preparation, a rustic log-faced workroom with a big fireplace and panels set in the walls in which to show samples of the work. At present a rough shack serves as a storeroom and this is piled high with materials and flat pasteboard boxes containing wares ready for shipment. All the work connected with the output is done on the place, even to the manufacture of the shipping boxes, but next year outside help will have to be called in.

At present the Hewletts are not raising many butterflies, but are hoping in the near future to establish a wild-flower garden in one of the nearby mountain valleys which would attract the species that most interest them.

... In the case of butterflies raised to be later preserved under glass, the worm stage of their existence is all they know of life. When they reach perfection of development the insects are carefully removed from the cage and placed in an arsenic jar where they die at once. After this they put through a gasoline bath to remove any possible parasites, and then through a preservative formula, after which they are made ready for their decorative mission.

Three or four years ago there was a craze for a small pale-blue species of butterfly which was used in glass lockets and in other ornaments. The Butterfly Girl received an order for 80,000 of these. If you have ever gone butterfly netting you know that the capture of even three or four entails some strenuous sprinting, so it is not surprising that this order caused a momentary panic at the butterfly farm. However the Hewlett family set themselves to the task and by work from dawn to dark for two or three weeks were able to fill half the order. They drove each day to the flats near Redlands where the butterflies were then swarming, and Mr. and Mrs. Hewlett netted the insects while Esther sat in the car surrounded by arsenic jars, and arranged the thousands of trophies as they were brought in. Getting 40,000 butterflies ready for market is no eight-hour day job.

The plan for establishing a wild-flower garden embracing some thirty acres is at present in abeyance owing to a misunderstanding on the part of the forest-service officials who received the impression that such a tract would encourage the propagation of the gypsy moth and other pests.

The Hewletts believe there is no foundation for this belief, and hope a better understanding will be arrived at which will result in Mr. Hewlett obtaining the lease he desires. If so, this undertaking will probably be established next summer.

In the meantime work goes on apace in the cheerful, glass-enclosed room where Esther and her father busy themselves with the staggering number of orders which the holiday trade demands. Novelty shops from one end of the State to the other now call for trays, mirrors, sconces and plaques in ever-increasing numbers, and one small shop even as far away as the coast of Maine now sends each year for its quota of articles. A radio entertains the workers when they so desire, and below the garden of nodding fall flowers which lies beneath their open windows, the valley stretches as far as the eye can reach, an ever-changing mosaic of lights and shadows drifting over a sea of orange and lemon groves. Back of them tower the mighty peaks of the Coast Range sending down with each puff of breeze a breath of the high mountains, of those mysterious haloed reaches forever beyond the grasp of the elsewhere omnipresent subdivider.

All ye who labor in stuffy offices amidst brick and mortar man-made canyons, stop for a moment and ponder on the fate of the happy Hewletts. To them has come a good measure of fame and fortune and an abundance of health and happiness, all derived, paradoxical though it may sound, through their insistence on chasing, not rainbows, but butterflies!

On November 28, 1923, the Los Angeles Daily Times published a news story on William Hewlett receiving approval for the butterfly farm on government land 85:

BUTTERFLY FARM ASSURED

Unique Enterprise, Only One of Kind in United States, is Located in Angelus National Reserve

Southern California is to have the only butterfly farm in the United States. Yesterday, Supervisor Charlton of the Angelus National Reserve, received word from the Bureau of Entomology, Washington, that the appeal of W. F. Hewlett of East Twenty-fourth street, Uplands, Cal., from the decision of the Forest Office at San Francisco, denying him the use of about thirty acres of land in Cucamonga Canyon, for the establishment of a butterfly farm, had been allowed, and that Mr. Hewlett would be given the use of the land under a lease of \$50 per year, under certain conditions.

G. L. Marlatt, Acting Chief of the Bureau, says that there can be no objection to the request of Mr. Hewlett, but that it should be understood by him that such use does not go further than the native species and does not involve any importations of butterflies from foreign countries.

This provision however, was entirely unnecessary as it was not the intention of Mr. Hewlett to import butterflies from foreign countries, but to use the native butterflies entirely, and they are propagated under cover.

... At the time that Mr. Hewlett made his application for the lease of the land, for the establishment of a butterfly farm, the press throughout the East took up the matter, and by common consent it was agreed that Southern California would have the only butterfly farm so far as known in the world.

The Santa Ana Daily Register ran a news item on January 2, 1924 that the Society for the Prevention of Cruelty to Animals suspected that William Hewlett wasn't using humane methods in killing butterflies, and would investigate, though the Society did not "divulge the approved method of bringing about the "humane death for butterflies""¹⁰⁰.

The San Bernardino Daily Sun ran a news item dated March 31, 1925, about the Hewlett butterfly ranch moving⁸⁶:

Butterfly Ranch In Upland Will Be Moved to Big Tract at Cucamonga Canyon Mouth

Miss Esther Hewlett, known as the "Butterfly Queen" through her successful operation here during the past six years of a butterfly farm, and a creator of art pieces with the use of butterflies, is shortly to transfer her activities to a 25-acre ranch near the mouth of Cucamonga Canyon, it became known today with the announcement of the sale of her five-acre ranch in East Twenty-fourth Street.

Miss Hewlett has sold the ranch to W. S. Wilkowske of Upland who expects to engage in the raising of chickens on the property. The new tract will afford Miss Hewlett a wider field for the propagation of the beautiful winged insects, which she uses to make art trays and other attractive pieces for which she finds a ready market. Besides the butterflies raised locally, Miss Hewlett imports many rare specimens from a distance and has just received a shipment from Cape Town, South Africa. In the same mail came an order from Juneau, Alaska, for some of her artistic creations, which are sold not only throughout the United States, but in many distant parts of the world.

Later, Miss Hewlett with her parents Mr. and Mrs. W. F. Hewlett, expect to build a home in the mouth of San Antonio Canyon where they also own property.

The 1928 Voter Register for San Antonio lists the Hewletts on Mountain Ave, Upland, with occupations: Esther, manufacturer; Frank, photographer; William, art store; Alice, housewife⁸⁹. The 1930 Voter Register for San Antonio lists same location with reworded occupations for the same enterprise: Esther, art worker; Frank, photographer; William, rancher; Alice, housewife⁸⁹.

On February 15, 1931, William F. Hewlett was driving a truck to Long Beach to deliver products made by the Hewlett art shop, and his truck was struck broadside by a car who failed to stop at a street, and completely overturned his truck, sending Hewlett to the hospital with a broken shoulder blade, several fractured ribs, and a punctured lung⁸⁷. Hewlett was hospitalized until April 30th⁸⁸.

From Robert Asher's diary entry for March 8, 1936⁹⁰:

"Letter from Mrs. Hewlett, Upland, Calif. Frank has a new job - photo work - at \$1500.00 per year beginning June 1st - 2 weeks vacation each year on full pay. New boss philanthropist at El Monte - said to be worth \$3,000,000 or so - and he and his sons are Epics!"

From Wikipedia⁹¹: The End Poverty in California movement (EPIC) was a political campaign started in 1934 by famed socialist writer Upton Sinclair (best known as author of *The Jungle*). The movement formed the basis for Sinclair's campaign for Governor of California in 1934. The plan called for a massive public works program, sweeping tax reform, and guaranteed pensions. It gained major popular support, with thousands joining End Poverty Leagues across the state. EPIC never came to fruition due to Sinclair's defeat in the 1934 election but is seen as an influence on New Deal programs enacted by President Franklin D. Roosevelt.

Frank H. Hewlett's wife was also named Esther and is listed as Esther E. in various records; starting in 1935, Frank H. Hewlett and his wife Esther E. appear in various records living in the city of El Monte, California, with Frank's occupation being photographer 92.

It wasn't all about the butterflies for Esther...

The Hewlett butterfly business was reduced by the Great Depression, continuing on, and Esther Parnell Hewlett shifted farther into crochet design. Over the years, Esther Parnell Hewlett had become increasingly known and recognized as a crochet designer, and a Google search on her name will retrieve many crochet publications associated with her.



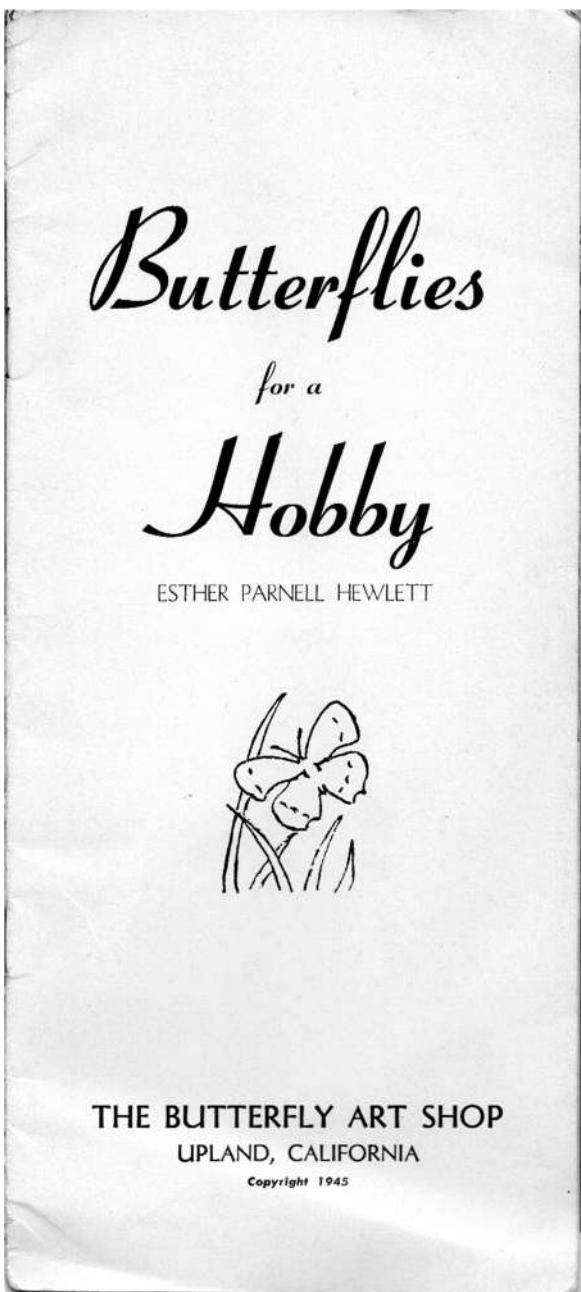
Pansy Wreath
by Esther Parnell Hewlett
Lily Design Book No. 52
Flower Garden Doilies

Esther Parnell Hewlett crochet designs appeared in Country Gentleman magazine: "For Lacy Linens" February 1937 article; "Look Out – It's Hot!" (hot pads) May 1937 article; "Jiffy Gifts" December 1938 article; "Quickies for the Christmas Stocking" December 1941 (see Appendix 1).

A newspaper item in later 1937 reported that Esther Parnell Hewlett and her mother Mrs. W. F. Hewlett, had amassed "...thirty-eight awards at four recent fairs, making a total of 157 prizes won by the two women during the last few years. Entries consisting of crocheted articles and candlewick won prizes for the women at the State fair at Sacramento, the Los Angeles County fair, Pomona, the Indiana State fair, Indianapolis, Ind., and the Tennessee State fair, Nashville, Tenn. The women won 21 first and 12 second place awards 93."

For the Lily Mills Company through the 1940s and 1950s, Esther Hewlett designed crochet patterns and edited crochet design catalogs (see Appendix 2). Her brother Frank Howard Hewlett provided photography.

In the 1940 U.S. Census, Esther Hewlett and her parents were living in Upland with William Hewlett's occupation being salesman, art goods factory; Alice Hewlett's occupation being art worker, butterfly factory; and Esther P. Hewlett's occupation being needlework designer 92.



In 1945, Esther Parnell Hewlett published "Butterflies for a hobby," a booklet on raising butterflies and using them in art 101.



Collecting, breeding, and decoration was presented in this publication 101. Esther Parnell wrote about mounting butterflies, moths and greenery under glass in trays, pictures, book ends, calendars, plaques, powder boxes, jewel boxes, and other articles 101.

BUTTERFLIES FOR A HOBBY

Learn to collect and raise Butterflies and Moths in your garden and mount them in Trays, Pictures, Book Ends and Novelties for pleasure or profit. Send 50c coin for the new illustrated Book of Instructions and start an interesting, unusual hobby.

THE BUTTERFLY ART SHOP
BOX 447, UPLAND, CALIFORNIA

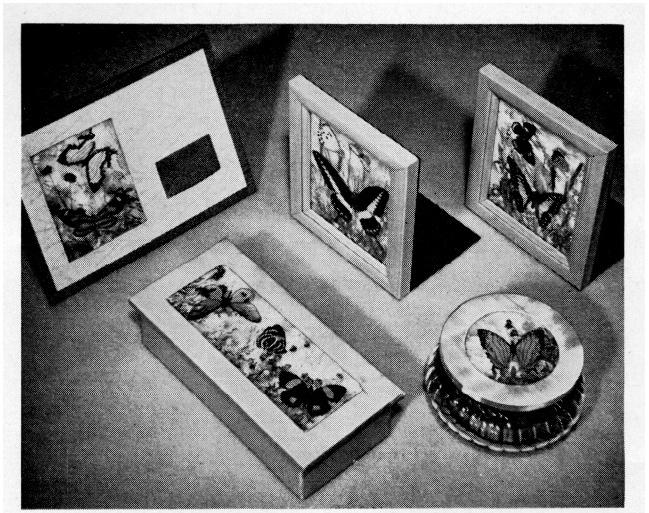
Copyright 1945

BUTTERFLIES—Learn to collect and raise butterflies and moths in your garden and mount them in trays, pictures, novelties for pleasure or profit. Send 50c coin for new illustrated instruction booklet. The Butterfly Art Shop, Box 447, Upland, California.

Ads for "Butterflies for a Hobby" booklet 103,104.



Crafts illustrated in "Butterflies for a hobby" 101.



Mother Alice Winifred Hewlett died on 1 July 1953, and is buried in Bellevue Memorial Park, Ontario, California 11,94.

A 1955 newspaper article in the Los Angeles Times covered Esther Hewlett's crochet career ⁹⁵:



ARTISAN – Creator of countless patterns in crocheting is Esther Parnell Hewlett of Upland, here working with king-sized yarn on her newest project. She keeps a notebook at hand in order to jot down pattern progression for recording later.

She Used a Crochet Hook to Build Home

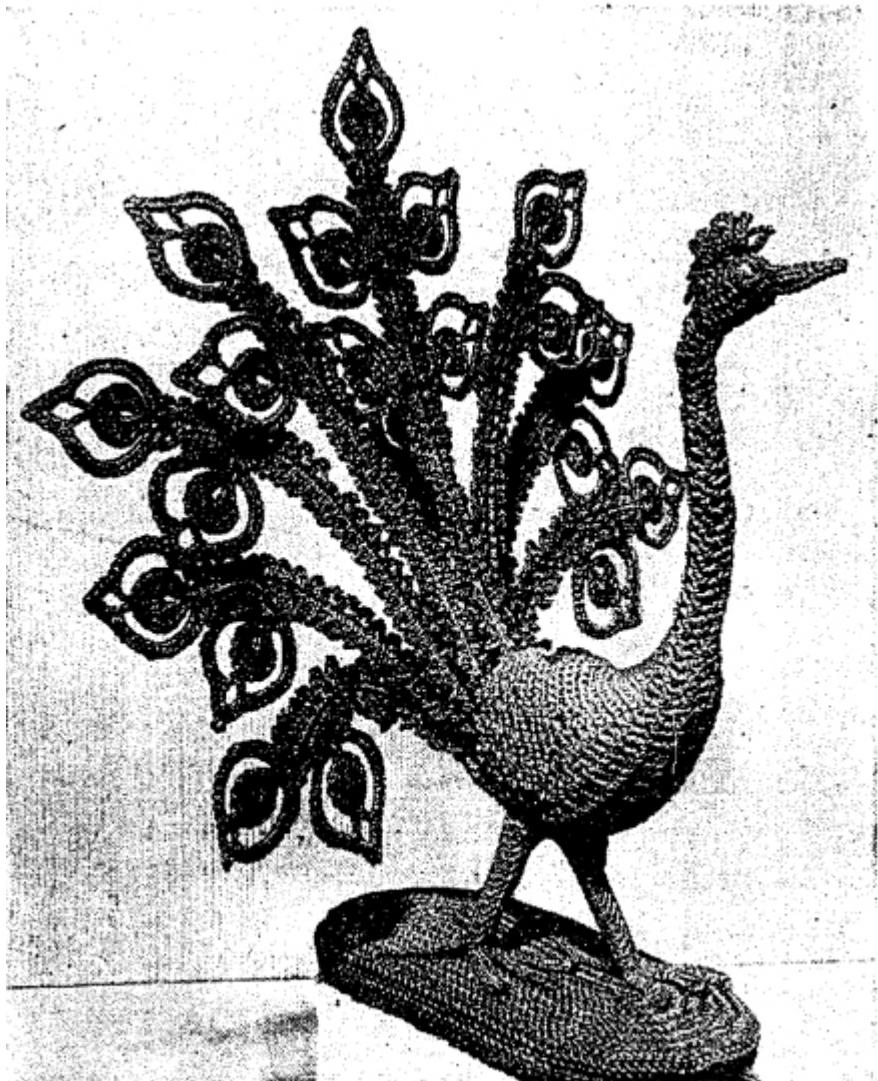
Uplander Builds Career on Skill Developed in Her High School Days

She built an attractive mountain home with a crochet hook – plus a lot of creative and artistic ability, coupled with tireless enterprise.

The achievement is that of Esther Parnell Hewlett, who resides with her father, W. F. Hewlett, 87, at 2680 N. Mountain Ave., in the mouth of San Antonio Canyon, and who has come to be recognized as the nation's top designer for followers of the art of crocheting.

Not only is Miss Hewlett awarded commissions by a number of national magazines, but she also completely edits the quarterly design publication of a large North Carolina yarn manufacturing concern. She is assisted in this by her brother, Frank Hewlett, a photographer.

Her newest design creation, and one which is declared to be sweeping the crocheting world, is what she characterizes as "the wrought iron look." She uses black thread which is starched after the design is made and then sprayed with lacquer. She has created centerpieces of call lilies, roses, candleholders and peacocks in this modern design.



LATEST THING—Esther Parnell Hewlett of Upland describes this crocheted peacock as the "wrought iron" look. Black thread is stretched with starch after design is made, then sprayed with lacquer. She's also made calla lilies, roses, candleholders.

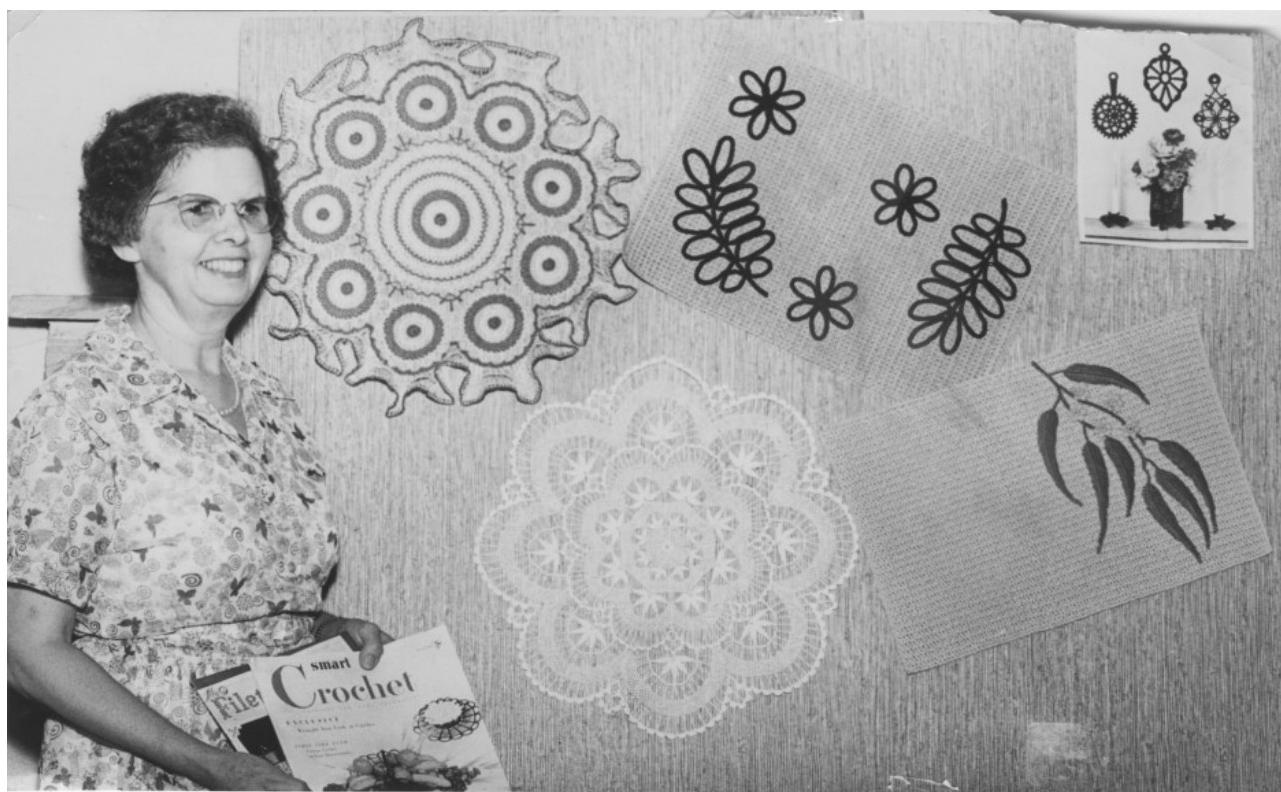
Times photos

Miss Hewlett has been crocheting since high school days. She clips future design ideas from magazine pictures. She produces between 150 and 200 designs a year, the number being limited only by the amount of time needed to perfect them. She devotes from 10 to 12 hours a day to her work.

She has developed patterns of crocheting that resemble weaving and tatting. Miss Hewlett learned Irish crocheting, which is to the needlework world the same foundation that Latin provides the linguist.

She has been originating crochet designs and planning crochet books since the mid-30s. After designing and making the new piece, Miss Hewlett prepares charts and diagrams and other explanations for the books. After the new designs are color photographed, she plans the entire book.

During the 20s Miss Hewlett was known as the "butterfly girl of Southern California." From 1919 to 1931 she and her parents operated the Butterfly Art Shop, first collecting and then raising butterflies for mounting in pictures and trays.



The San Bernardino Daily Sun ran a similar story on Esther Parnell Hewlett, with this photo above 96:

A Lily Mills advertisement in Better Farming magazine in 1955, showed Esther Parnell Hewlett's "wrought iron" crochet designs 97:

The Newest Thing
in Crochet

WROUGHT IRON

At last something original in crochet — borrowed from the widespread popular demand for wrought iron in the home. These easy to make, these "wrought iron" designs and their useful attractiveness in homes of today is self-evident. Give your handiwork the new look — try some of these "wrought iron" designs in crochet,

Easy and Quick
to Make

made with *Lily*

DOUBLE QUICK YARN

WROUGHT IRON in CROCHET, Book No. 74. It contains suggestions for cleverly crocheting WROUGHT IRON motifs into 23 original designs. All illustrated in color with complete directions for easy making.

Write for this book

Send 10¢ for your copy to LILY MILLS COMPANY, Dept. B F, Shelby, N. C.

Esther's father William F. Hewlett passed away in 1957, and is buried in the Bellevue Memorial Park, Ontario, California, where his wife Alice W. Hewlett, and his parents Benjamin F. and Maria Hewlett were buried 11.

Esther Hewlett published her own crochet design books in the 1960s (see Appendix 3). The Daily Report newspaper in Ontario and Upland, California ran a story on Esther Parnell Hewlett in July 1974 99:

Blind woman gives up butterflies, turns to creating crochet designs

Throughout the world, crochet needs in the hands of women... and some men... have been creating intricate designs for many uses. Crocheted articles range from jackets to bedspreads, table clothes to antimacassars, bedroom slippers to stoles. There's a good chance the designs and instructions used by crocheters over the past 60 years have been created by Esther Parnell Hewlett of Upland. Miss Hewlett, 80 and blind since 1966, has recently published her fourth book on crocheting.

"This is the last," she said, "as it's crazy to make another book... but my head is full of designs." Since she was in high school, Miss Hewlett has been crocheting and selling her original designs. The only books which carry her name are the four she published, but the crochet books put out by the Lily Mills are filled with Miss Hewlett's designs. She also sold designs to the Coats and Clark Thread Company for many years.

Miss Hewlett went into the crochet design business because butterflies weren't selling. It seems the Hewlett family – Esther and her brother, Frank, and her mother and father, Alice and William Franklin Hewlett went in the business of putting butterflies in decorative items. Before they went into that business, they had been in the butterfly-catching business in San Diego County. Esther's father bought an 80-acre farm on Palomar Mountain in 1913. During the day, Esther chased butterflies and at night she crocheted designs and sold them. In 1919, the Hewletts moved to San Antonio Heights in Upland and started a business putting butterflies into trays, picture frames, jewel boxes, lamp shades, and bookends. Business boomed. Father Hewlett traveled the coast-line selling the artistic works of the family.

Then came the crash of 1929. No one wanted butterflies in trays or frames. But Esther had a commodity to sell. The crash didn't keep women from crocheting so Esther settled down to selling her designs. Thus the "Butterfly Lady of Southern California," as she had become known, flashed her crochet hook for a living. And today, Esther Parnell Hewlett is sending her fourth personal book on crocheting to faraway places such as South Africa, Australia, New Zealand and to every state in this nation. Helping her with the mailing is Mark Langelott, a young neighbor. Miss Hewlett said she receives 15 to 20 letters a day requesting orders for her new book and the other three she put out before her complete blindness.

Even though being blind has changed Miss Hewlett's life style, it hasn't changed her drive. For her last book and the one she probably will do in the future, she pays a girl to type up the directions and paste up the book. Three area women, Alice Gorter of Ontario and Margaret King and Susan Wilson of Upland, help with the crocheting and writing of the directions. Miss Hewlett is developing designs using cotton rug yarn as she can't feel to count the stitches with the fine thread.

There's no doubt, the crotchet stitches Esther Parnell Hewlett has taken during her lifetime would encircle the globe. It's a fact her designs are being worked in just about every country in the world. And just think, all because a little woman in Upland stopped chasing butterflies.



Photo caption: Taking big stitches on her crocheting is Esther Parnell Hewlett of Upland who recently published her fourth book of crochet designs. Miss Hewlett has made thousands of articles with small needles and crochet thread, but she became totally blind in 1966 and now needs to feel the stitches for counting. Miss Hewlett has created designs for leading thread companies for 60 or more years.

Esther Parnell Hewlett passed away on 3 February 1975, in Upland, California 9.

She is buried at Bellevue Memorial Park, Ontario, California in the Mausoleum, Corridor D, Number 69F 11.

Brother Frank Howard Hewlett passed away on 10 March 1997, in Los Angeles, California 9.



Esther Parnell Hewlett mausoleum marker 11 Photograph courtesy of Will Carrick

APPENDIX 1: Esther Parnell Hewlett designs in Country Gentleman magazine

COUNTRY GENTLEMAN

LOOK OUT—IT'S HOT!

by ESTHER PARRELL HEWLETT



HORTON KLEEN ZONING

MORE SANITARY
washings; cleaner, whiter, better looking clothes are assured by Horton Kleen-Zoning. This entirely new way to build washers prevents sticky, insanitary accumulations; makes it easy to keep the tub and agitator spotlessly clean and hygienic.

Horton long-stroke agitation means faster, more thorough washing; many other exclusive work-saving features. Horton dealers will gladly demonstrate what these features mean to you.

Free! Literature pictures and explains what Horton Kleen-Zoning means to you. Send coupon now; no obligation.

MAIL COUPON Now!

HORTON MANUFACTURING CO.
514 Osage St., Fort Wayne, Ind.
Without obligation please send literature on Kleen-Zoning and Horton Washers.

Name _____
Street _____
City _____ State _____
Check here if interested in Ironers []

HORTON WASHERS AND IRONERS

**COOL Cooking in Summer
WARM Kitchen in Winter**

Standard Combination Electric-Coal-Wood RANGE . . . for the rural home

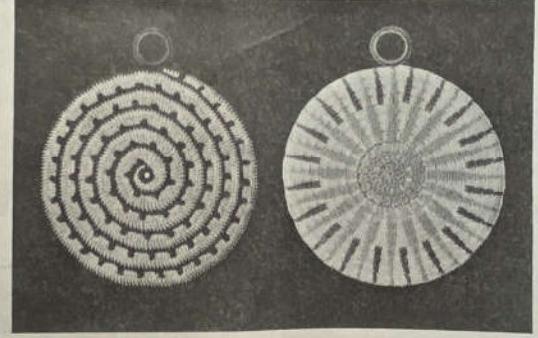


ALREADY used in many homes which want the advantages of modern electrical cooking but need kitchen heat in winter. . . . A complete electric range (4 surface burners and large oven with broiler) with a coal-wood section which gives kitchen heat when needed, hot water for the range boiler, and can be used for surface cooking. Enjoy the benefits of cool, clean, safe, healthful electrical cooking with the "Combination" range—the ideal range for the electrified town or country home.

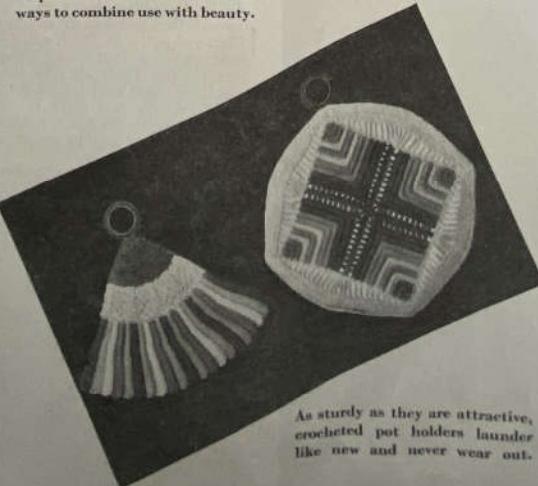
More than 150,000 homes have chosen Standard, the most progressive and exclusive electric range makers. No Standard has ever "let out" a secret. For full information on the "Combination," just one of Standard's complete line, see your dealer, or

MAIL THE COUPON

The Standard Electric Stove Co., Toledo, Ohio
Please send me literature on the new, full information on Standard Electric Range for Rural Homes.



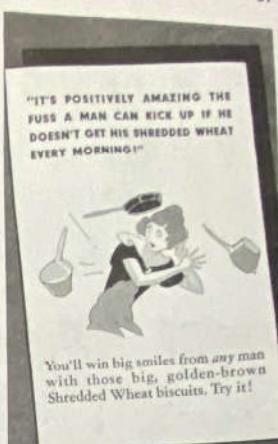
Above—"Spiral" and "Sunburst." Below—"Lady's Fan" and "Square Rainbow"—four clever ways to combine use with beauty.



As sturdy as they are attractive, crocheted pot holders launder like new and never wear out.

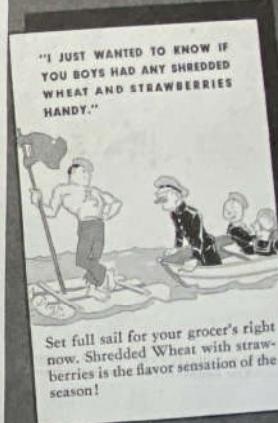
EDITOR'S NOTE—Directions for crocheting all six pot holders may be obtained free of charge by writing the Woman's Editor, COUNTRY GENTLEMAN, Philadelphia, Pennsylvania. Ask for Leaflet 388-CG and enclose a three-cent stamp to cover mailing charges.

67



"IT'S POSITIVELY AMAZING THE FUSS A MAN CAN KICK UP IF HE DOESN'T GET HIS SHREDDED WHEAT EVERY MORNING!"

You'll win big smiles from any man with those big, golden-brown Shredded Wheat biscuits. Try it!



"I JUST WANTED TO KNOW IF YOU BOYS HAD ANY SHREDDED WHEAT AND STRAWBERRIES HANDY."

Set full sail for your grocer's right now. Shredded Wheat with strawberries is the flavor sensation of the season!

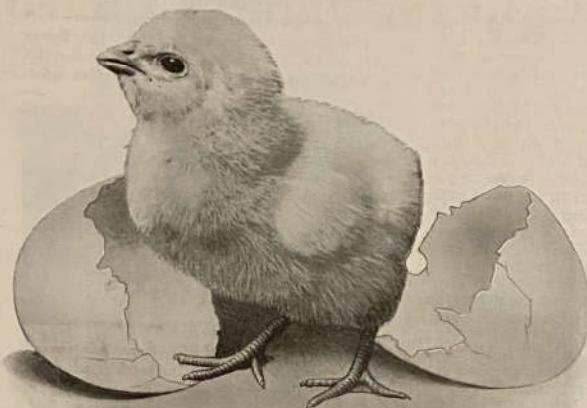


"OH YES, MADAM, SHREDDED WHEAT EVERY DAY WILL HELP MAKE HER BIG AND STRONG!"

Shredded Wheat is 100% whole wheat. And scientists say, "Wheat contains an excellent balance of the vital food essentials which help keep you active and alert!"

SHREDDED WHEAT

A Product of NATIONAL BISCUIT COMPANY
The Best of Perfect Baking! Bakers of Ritz, Unceda Biscuit and other famous varieties
More Than a Billion Shredded Wheat Biscuits Sold Every Year



He's been chirping for 52 years
but "*hasn't scratched yet!*"

This fluffy little fellow is undoubtedly the best-known chick in the world. For, to housekeepers everywhere, he is a friendly symbol of safe, scratchless cleaning. If you have ever used Bon Ami, you know why. It's quick... efficient... thorough... and harmless to your hands. Try one package of Bon Ami. See how quickly it cleans your bathtub and kitchen sink... how much better it cleans your windows...what a fine polish it gives to everything.

Bon Ami

The better cleanser for all
your household cleaning



To suit all tastes . . .

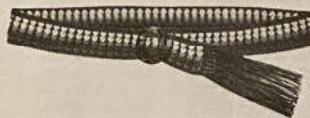
The modern De Luxe bathroom package . . . the regular package for kitchen and general use . . . and the handy, long lasting cake.



Pot holders can take on a festive gift air and lose none of their sturdiness. The two above are crocheted over candlewick yarn. The one below features rickrack appliquéd.



Crochet over rickrack is a new idea that combines speed in the making with smartness in the wearing. Yellow, rust and orange bands set off this dark brown bag and belt set.



Jiffy Gifts

By ALICE and ESTHER HEWLETT

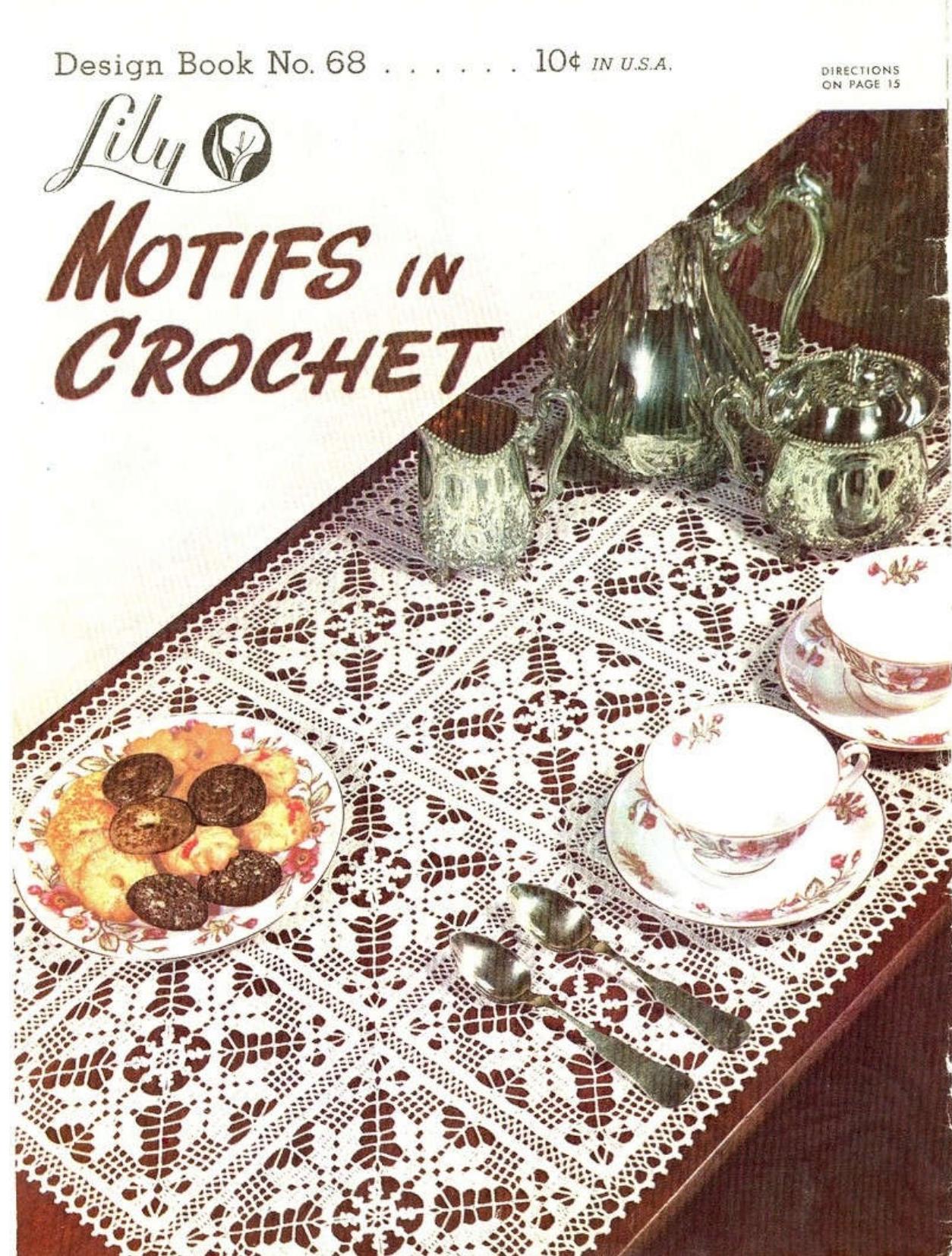


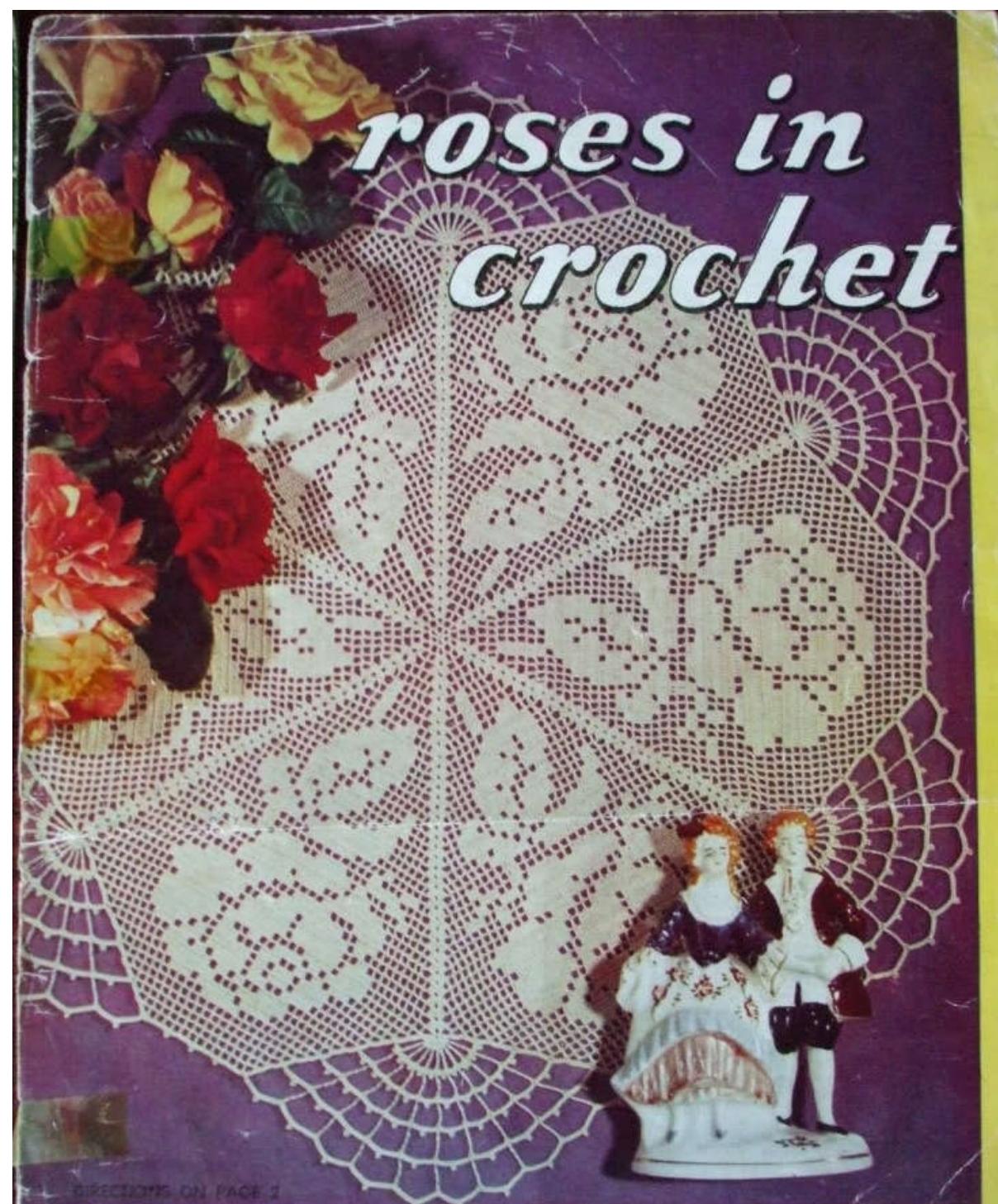
A work bag gets to be a handsome gift bag when colorful cotton prints are applied on natural linen with simple candlewick embroidery.

EDITOR'S NOTE—
All the Jiffy Gifts were designed with last-minute gift-makers in mind. The easy directions are in Leaflet 507-CG, which may be had free of charge from the Woman's Editor, COUNTRY GENTLEMAN, Philadelphia, Pennsylvania. Please enclose a 3-cent stamp to cover mailing charges.



APPENDIX 2: Esther Parnell Hewlett designed crochet patterns and edited crochet design catalogs for the Lily Mills Company through the 1940s and 1950s





roses in crochet

DIRECTIONS ON PAGE 2



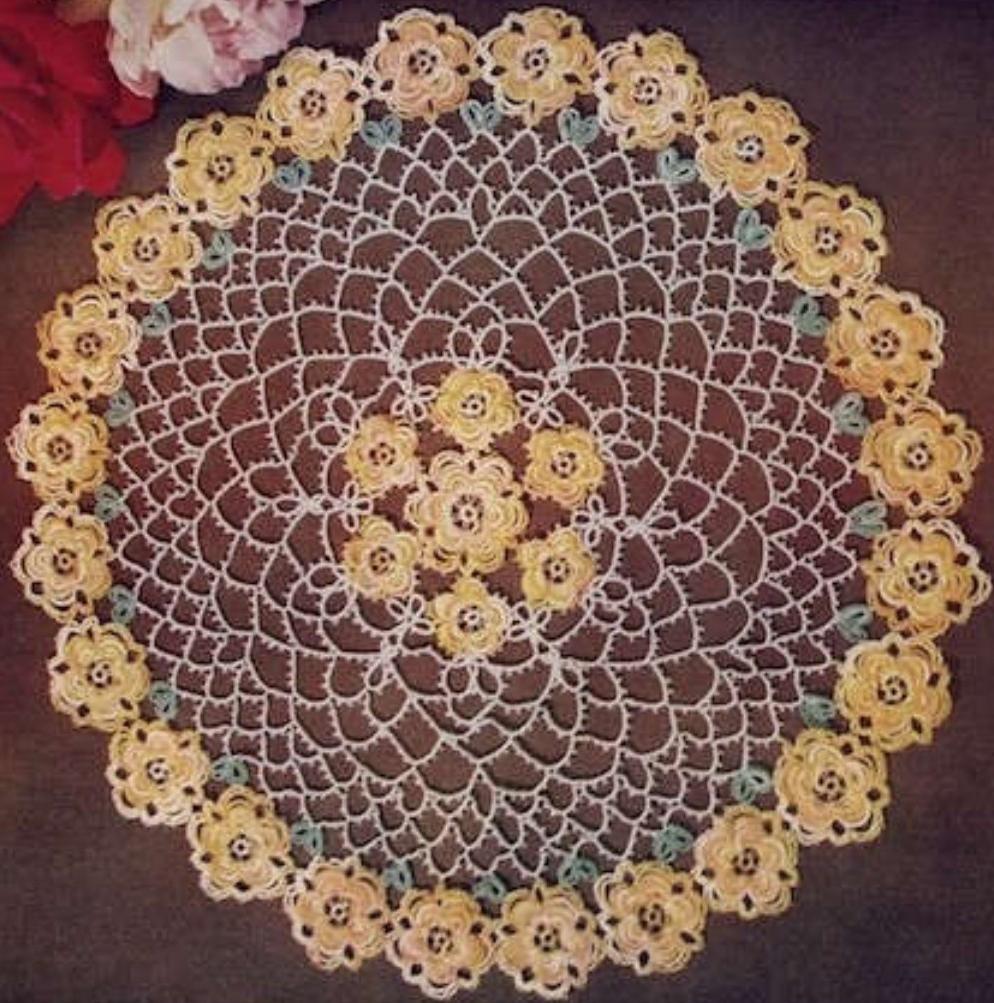
CROCHET DESIGN BOOK NO. 71



15¢ IN U.S.A.



Lily  Doilies & Edgings
to Tat & Crochet



Lily  Design Book No. 70 ······ 10¢ IN U.S.A.
15c IN CANADA

Silk

CROCHET DESIGN BOOK NO. 63

75 U.S.A.

Fair, Bazaar
and
Gift CROCHETING



DIRECTIONS ON PAGE

Lily

CROCHET DESIGN BOOK No. 63 . . . 10¢ IN U.S.A.

Fair, Bazaar
and
Gift CROCHETING



DIRECTIONS ON PAGE 15

APPENDIX 3: Esther Parnell Hewlett published her own crochet design books in the 1960s



VOL. 2

CROCHET TREASURES

by
Esther Parnell Hewlett

PRICE
\$1.10

CROCHET ALBUM

by
Esther Parnell Hewlett

Vol. 3



Price





NEW CROCHET DESIGNS

by
Esther Parnell Hawlett

Vol. 4 \$3.25

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- 5= The Lepidopterist, Official Bulletin of the Boston Entomological Club. Volume 1, number 13, page 105. 15 December 1917
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- 21= Riverside Daily Press, 24 September 1889, page 3, column 3
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- 23= San Diego Weekly Union, 12 March 1891, page 5, column 6
- 24= San Diego Weekly Union, 9 July 1891, page 5, column 5
- 25= San Diego Weekly Union, 22 September 1892, page 5, column 1
- 26= San Diego Union, 26 March 1892, page 5, column 1
- 27= San Diego Weekly Union, 20 October 1892, page 8, column 4
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